DEC 26 1895 THOONIAN

GRO. P. HOWHLL & Co., Publishers, 10 STRUCE ST., NEW YORK.

VOL. XIII. NEW YORK, DECEMBER 25, 1895.

No. 26.

## The Republic

November Increase in Paid Advertising over 1894 was 45.63 per cent

#### November Circulation.

Sp. Louis, Mo., Nov. 30, 1986.
Chae. W. Knapp, General Manager of the 8t. Louis Republic, being duly sworn, says the actual number of tall and complete copies of the duly and Sunday Republic printed during the month of November, 1885, all regular editions, was a per schedule given below:

Days.	Copies.   D	ays.	Copies.
	57,010 1		58,220
2		7	
		18	
		19	
	49,840		57.150
	56,170		60,530
		22	
8	51,690	23	62.745
9		24	
10		25	59,750
12	49,920	274	
13	49,970	28	60,970
14	49,790	1 29	61,090
15		0   30	63,945
Tot	al for month		
407	ess deductions		116.053

Total sold ... Daily average net circulation ..... 54,206 \*Sunday. \*\*All copies spoiled in printing, left over and returned unsold are deducted, so as to give the net circulation reaching actual readers. CHAS. W. KNAPP, Sworn to and subscribed before me this thirtieth day of November, 1905.

Notary OSEPH G. HOLLIDAY.

Notary OSEPH G. HOLLIDAY.

My term expires Sopt. 7, 1998.

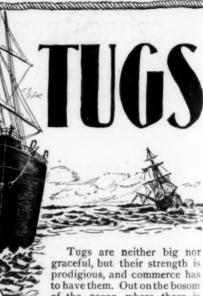
Light face figures indicate circulation before reduction in price to One Cent Daily and Five Cents Sunday. Black face figures indicate circulation after reduction.

For the present, estimates are made on basis of old rate card.

Rates quickly furnished by

> THE REPUBLIC. St. Louis, Mc.

New York Office. 146 Times Building.



graceful, but their strength is prodigious, and commerce has to have them. Out on the bosom of the ocean, where there is plain sailing, great ships come and go without assistance, but once in the harbor, their dimensions make them helpless. Here it is that the tug counts. Fastening its hawser to a big vessel, it pulls the great load with ease. It passes in and out, up and down, avoiding collision with other craft, and winding about in the harbor until the vessel is safely tied up at its wharf.

Our advertising agency is a tug. We are strong enough to tow the biggest concern in the world to the Wharf of Success. We know every business harbor in the country—know it better than anybody else, We've been pulling great loads for 30 years, and we've never had a collision.

The Geo. P. Rowell Advertising Co., 10 Spruce St., New York.

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St. Louis, Mo., Nov. 30, 1895.

Chas. W. Knapp, General Manager of the St. Louis
Republic, being duly awors, asys the actual number of
full and complete copies of the daily and Sunday Republic printed during the month of November, 1805, all
in regular editions, was as per schedule given below;

lays.	Copies.	Days.	Copies.
1	57,010	17	
	*65,925	18	69.660
4	52,660	19	36,590
B		20	57,150
7		1 22	60.380
8	51,690	23	62,745
9		24	°70,545
11		5 26	61,110
12	49,95	0 \ 27m	60,280
14	49,9	90 28	60,970
15		70 \ 30	63,945
Tot	al for month		1 749 945

\*\*Less deductions..... Total sold..... Daily average net circulation .....

Light face figures indicate circulation before reduction in price to One Cent Daily and Five Cents Sunday. Black face figures indicate circulation after reduction.

For the present, estimates are made on basis of old rate card.

Rates quickly furnished by

> THE REPUBLIC. St. Louis, Mc.

New York Office. 146 Times Building.



## Read... Carefully

Our 56-page catalogue, which we will mail at your request.

Make up your mind what section of country you wish to reach, whether the New England, Middle or Southern States.

Decide regarding the space you desire the advertising to occupy; also the matter from which it is to be built.



## Then... Write Us.

We will put the matter in type and endeavor to construct an advertisement which will bring returns when placed in the 1520 local weeklies comprising the Atlantic Coast Lists.

Eighty-four per cent of these papers are either the only papers in their respective towns or are published at county seats,

Sixty-one per cent are the only papers published in their respective towns. Reaching one-sixth of all the country readers of the United States weekly. One order, one electrotype does the business.

#### ATLANTIC COAST LISTS.

134 Leonard Street.

New York.

## PRINTERS' INK.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1883.

Vol. XIII.

NEW YORK, DECEMBER 25, 1895.

#### THE PRINTERS' INK VASE.

WHO HAS WON IT.

was at 7 o'clock on the evening of Wednesday, December 18th, that the meeting was held that should decide the momentous question. were present the editor of PRINTERS' INK(1) and his principal adviser(3), the editor of the American Newspaper Directory(3), the foreman of Printers' Ink Press(4) and a modest young man(5) who is said to have the ear of a great advertiser who is spending fifteen thousand dollars a week now, mainly on the advice of this same retiring gentle-

The assembled critics had before them the twelve advertisements for which souvenir spoons had been awarded to their constructors, and this is a pretty accurate account of the discussion :

"Which is the best ad of all of these?" asked No. 2, and No. 4 responded, pointing to one constructed by Chas. F. Jones: "I think that

Then an advertisement constructed by Wolstan Dixey, but received since the issue of PRINTERS' INK for Dec. 18th was put to press, was shown, and No. 4 said that he would give this new ad his vote for second choice.

For first choice No. 4 still stuck to

When asked to designate first choice No. 5 pointed to the loves ad.

When his attention was called to the Dixey ad, he said: "I have not

changed my opinion.'

No. I was at this point asked to select the best advertisement and pointed to the one made by Chas. F. Jones. When his attention was directed to the Dixey ad he still persisted in his preference for the one made by Jones.

Jones ad," said No. 2.

No. 1. "It makes just one point, the other makes several."

"And he has got along well in the world," said No. 4. "He does some of the biggest advertising in Chicago."

When No. 3 was asked to express his choice, he said: "I vote for the advertisement constructed by John 1.. Getman, of Herkimer, N. V

Everybody asked "Why?" and No. responded: "I have been carefully over the whole lot, and in my opinion that one is the best. The Jones ad," continued he, "is way up beyond the ideas of the ordinary dealer who ought to subscribe." Still, No. 3 said, the Jones ad would be his second choice.

No. 5 said that the country dealers would like to advertise as the metropolitan stores do, if they only knew how, and No. 3 said that he came near selecting as best the ad of Bert M.

Moses, of Brooklyn.

No. I said that his second choice would be the ad of W. J. Gray, of Cookshire, Ouebec, and everybody admitted that it was a good one.

No. 2 insisted that from first to last his preference had been for the ad by Solomon Neumann, of San Bernardino, Cal., but that as no one seemed to agree with him he would not persist. Then everybody said that the Neumann ad was a good one. At this point the following letter was read:

NEWARK, N. J., Dec. 13, 1895.

Editor of PRINTERS' INK:

Having watched with a great deal of interest the progress of the PRINTERS' INK Vase contest, noting the points brought out in the various ads winning weekly prizes, I am cu-rious to know how the winning ads have been selected and by whom,

I am equally curious to know by what line of reasoning a decision was arrived at, in the consideration of the ads submitted for the eighteenth and nineteenth weeks, which places the ad of Bert M. Moses and that of

trected to the Dixey ad he still pertacted in his preference for the one ade by Jones.

I wonder why you prefer the ones ad," said No. 2.

I think it the better ad," persisted a little astonished that the ads the latter

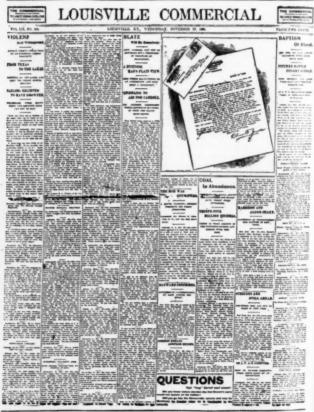
produced found more favor than the aforesaid excellent efforts of the (probably) lesser

lights in the ad world.

To one who lives by ad writing, and who thinks he knows a good ad when he sees it, Mr. Moses' production headed "An Advertisement," would not be noticed by one busy business man in one hundred, for the reason that there is nothing in that introductory line to cause any one except an idler to read it to see what it was all about, and that sort

ad. The letter in itself doesn't tell what PRINTERS' INK is, what good it would do a business man, what it contains, nor does it give a single reason why any one should subscribe for it or why they should be quick about it to secure it at the reduced price—the two points, I understand, PRINTERS' INK wanted enlarged upon.

Had Mr. Jones intended the ad for himself he could not have written a better one. It tells all about Jones and what he does,



of an ad is just exactly what PRINTERS INK does not want if it seeks to secure business men as subscribers. Mr. Jones' effort was a resurrection of a scheme worn threadbare by all grades of advertisers everywhere. The fac-similes of letters and telegrams are a most common thing in print, and so frequently is the scheme used that it attracts little more attention than simple type matter; yet Mr. Jones' reproduction of his letter to PRINTERS' INK is the best feature of his

but it doesn't give one the faintest idea about PRINTERS' INK or what it can do for a man engaged in business.

Respectfully yours,

T. S. FETTINGER.

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Respectfully yours, T. S. FETTINGER.
Then the following letter from Mr.
Chas. J. Zingg was read:

FARMINGTON, Me., Dec. 5, 1895.

Editor of PRINTERS' INK:

Inclosed I beg to hand you clipping of competition ad that appears in the Farm-

ington Chronicle of Farmington, Me, of Dec. 5, 1895. This is the last effort I make for the PRINTERS' INK prize Vase. I lay down my pen waiting for the final verdict, whatever it may be. It is now for the master to say whether my work was well done or I went into the competition with a plan. a will, no guesswork about it. I threw my awin, no guesswork about it. I threw my whole mental force into the fight. I have submitted in all over 38 ads, not counting these outstanding yet. Every one represents honest thought, honest labor, and many hours of burned midnight oil. Whether I want to the convention has a constituted to the convention has a submitted to the convention has a submit of the convention has a submitted to the su win or not the competition has done me a great deal of good, materially and otherwise.

I feel grateful towards the Little Schoolmaster. It has confirmed in me all I advocated in my ads. In the earlier stage of the com in my ass. In the earner stage of the con-petition I worked at a disadvantage that had to be overcome by persistent efforts. I suc-ceeded; partly, at least. I am indebted to many publishers for many and unexpected favors shown. They will be long remem-

Thanking you for the fair treatment I have received throughout the competition, I remain yours very truly,

CHARLES J. ZINGG. He had supplied the ads that proved to be first choice for the first, tenth, thirteenth and twentieth weeks, being, with Mr. Wilson, who produced first choice for eighth and seventeenth weeks, the only one to secure special recognition for more than one ad. Mr. Zingg received two souvenir spoons, and so far as the honors of the contest are concerned his place seems to be about as high as it can be. In a succeeding issue will be given a sketch of Mr. Zingg, and his ideas about advertising.

After all the discussion each juror was asked to consider all that had been said and to write on paper the name of the man who, in his opinion, ought to have the Vase, the papers to be laid blank side up in a pile.

When all had done this

No. I's vote was shown; it read Jones. No. 2's vote was shown; it read Jones.

No 3's vote was shown; it read Iones.

No. 4's vote was shown; it read lones.

No. 5's vote was shown; it read lones.

No. 5 as a closing remark said: "The Jones ad is first; that of Solomon Neumann's is second and Bert M. Moses is third." Then he added: "Dixey simply elaborated on Jones' idea and his advertisement does not begin to be as attractive in appearance. There is nothing about it to make any

is, or what his business is, while those are all explained in Jones' ad-what he is and what his business is. You've got to bear in mind that the people who are going to subscribe are the storekeepers throughout the country. The general advertisers are subscribers now. You have got about all of them that you can. The fact that an advertisement writer who writes satisfactorily for the biggest concerns in Chicago and lives by advertising writing, and who says that PRINTERS' INK has taught him-I think that is a great thing.

"You think Mr. Jones' ad will bring more subscribers than Dixey's?"

"I do, yes."

And so Jones got the Vase.

The subject matter of Mr. Jones' advertisement is reproduced herewith:

Office of
CHARLES F. JONES,
Advertisement Writer,
Suite 27, Times Herald Building.
CHICAGO, Ill. Oct. 25, 1895. Geo. P. Rowell & Co., Publishers of "Printers' Ink," to Spruce St., New York City:

GENTLEMEN-The very best advertisement that I can write for your publication is to give a little of my own experience.

If my work is as good as some kind critics would lead the public to believe, it is largely due to PRINTERS' INK, as I have learred the greater portion of what I know about adver-

tising, from reading its pages.
You will readily acknowledge that the information which I have gained must have been considerable when I state that in addition to promoting the publicity of a hun-dred or more firms located in various parts of this country, I also write all the advertise-ments for Marshall Field & Co., Chas. A. Stevens & Bros., Rennaker & Co., Florsheim Bros., George E. Marshall and C. F. Orr & Co., the six leading houses of Chicago in their respective lines. I estimate that the yearly sales of the various firms whom I represent amount to more than a hundred million dollars, and that the amount of money which they spend in placing the advertisements I write is a larger sum than is expended on the advertisements of any other one writer in America.

Have I not, therefore, sufficient reason to believe that the careful study of PRINTERS'

Delive that the carcius study of Painties Ink is a good thing?

I am gliad that you are going to raise the price to \$\frac{8}{2}\$ after the first of January, as I have always felt that I was giving you less than your due every time I have sent \$\frac{8}{2}\$ to renew my subscription for another year. Long may PRINTERS' INK flourish

Yours for more business and better business through better advertising.
Respectfully, CMAS. F. JONES.

The advertisement, as is shown by the illustration, appeared on the front page of the Commercial, of Louisville, Ky., in the part of the paper usually one read it; it is signed by Dixey and reserved for the daily cartoon. It did most people do not know who Dixey not, however, appear in the entire edi-

tion. This did not matter (perhaps) so cost. These books are usually more far as Mr. Jones' chances for the Vase elaborate than the sale books, some of were concerned, the conditions simply them being beautifully printed and stipulating that the ad should be in- handsomely illustrated. Charges for alserted in some newspaper, but it ex- vertising seldom exceed \$100 per page. cludes the Commercial from consideration when the six newspapers of largest architects secure considerable advercirculation wherein the best ads had appeared are to be presented with a page advertisement in PRINTERS' INK, in accordance with the original proposal.

The six newspapers entitled to receive a free page advertisement in PRINTERS' INK, to be used before

April 1st, 1896, are these:

Phillips, Me., Phonograph.
Henderson, N. C., Gold Leaf.
Newburgh, N. Y., Journal.
San Bernardino, Cal., Times-Index. Cookshire, P. Q., Compton Co. Chronicle. Herkimer, N. Y., Citizen.

#### ADVERTISING ARCHITECTS.

By March G. Bennett.

Architecture is another of the professions the followers of which, like their brother artists, lawyers, doctors, etc., are debarred from advertising, and, as with the others, many are the ways by which they seek to evade the proscription. Like scurptors and painters, architects are supposed to advertise only by their reputation, but upon what they shall subsist while their reputation is being acquired is a question which the molders of professional etiquette ignore.

The most popular method of architectural advertising at present is the publication of books for distribution, showing elevations and floor plans of

houses, churches, etc.

Many of the leading architects, particularly of the West, have issued "portfolios" and they are not above soliciting advertisements from dealers in building materials, to defray the cost of publication. To solicit such ads certainly seems to place them under certain obligations to specify the advertised article, and this is sometimes, though seldom, promised. Of course they all claim to solicit only those manufacturers whose goods are best and which they would recommend to their clients anyway. They will often take the advertised goods in exchange for the advertising. But usually some publishing house assumes the printing of the book, and probably takes the advertising receipts for the pay, and the architect gets his advertising free of

Another channel through which tising is that of the papers which either regularly or occasionally publish articles on house-building and decora tion. Designs to illustrate these are furnished by some architect, whose name and address accompanies the design, and he may or may not be the The Art Interwriter of the article. change, Country Gentleman and Carpentry and Building publish architectural articles more or less regularly.

The leading architectural papers like the American Architect, Inland Architect, Architecture and Building, etc., publish architectural drawings and photographic reproductions of buildings, giving due credit to the architect, but as these journals circulate but little outside the profession they are not valuable as advertising mediums for architects, though draughtsmen probably often obtain situations by means of this opportunity to display their ability. One New York paper which issues an architectural edition illustrates almost wholly by photographic reproductions of suburban houses, and seldom gives credit to the architect who designed them.

There are many other less practiced methods of architectural advertising, such as signs upon buildings in course of construction, agitating improvements in public buildings in the newspapers, with illustrations, including, of course, the architect who stands well in society and "works" it for what it is worth. There are many conspicuous examples of this latter architect, as there are of other professionals.

It is said that the American Institute of Architects will soon take steps to discourage these advertising schemes, which are many of them little better than blackmail upon building material dealers. Architects who really specify an article because it is best will do so whether they get the advertisement or not, and those who do not seldom take pains either to specify or to see that their specifications are carried out. In either case they cease to be free agents, as an architect ought to be.

CLOCK ads should be striking.

### No Longer Perplexed.



25



This is the fair shopper, with a copy of THE SUN. By the time she gets down town her work is half done.



An advertisement in

## .The Sun.

will often determine a shopper as to what to purchase and where to buy it.

Address:

St St THE SUN St St

New York.

### ADVERTISING FOR MAIL ORDERS. By John C. Graham.

There are scores of very reputable houses engaged in this business—houses that don't see many of their customers from year end to year end. Their business is mostly done through the mails, and their advertising is placed in such mediums as are most likely to reach people who are out of the way of stores, and "far from the

madding crowd."

The agricultural population of this country is immense. Millions of people live secluded lives on farms and in small hamlets and villages. They have money and they have needs, but before the growth of the mail order business, before "shopping by mail" came in vogue, they could not satisfy these wants except by making long journeys to the nearest city, which in itself involved the expenditure of much time and money.

So enormous is the country population, and so generally wealthy are the people of the rural districts, that city merchants naturally longed for their trade, but it was too much to expect that they could be drawn into the cities to buy; so, as the mountains could not well come to Mohammed, Mo-

hammed had to go to the mountains.

To reach the country people direct necessitated the use of the local, or country, weeklies, some of the weeklies of national circulation, and the magazines. Advertisements thus placed carry all the news of the city store into the country homes. It is the quickest, safest and cheapest way to reach the people that can't reach you.

In this manner jewelry, dry goods, millinery, shoes, sporting goods, medicines, pictures and a host of other articles that are mailable are, by means of well-written descriptive matter and cuts of the articles themselves—with their prices attached—put almost as plainly before the country farmer and his family as if they actually stood in the store to examine the goods.

Sometimes these goods are advertised "cash with order," and sometimes C. O. D. Farmers are not fools—they don't care to buy a "pig in a sack." Some of them have been unwary, but nowadays, as a class, they are sus-

picious.

It does not pay to tell anything but the truth in these advertisements—if you are in business to stay. On the other hand, honest, square dealing not only keeps a customer but gains additional ones. People have more time for gossip in the country, and a farmer's neighbors are pretty sure to know of any purchase the family has made and whether it was satisfactory or the reverse.

Because some unscrupulous traders have thus advertised and deliberately defrauded unsuspecting countrymen is no argument against the generally honorable nature of this mail order method, City people are quite as often swindled by city merchants as are country folks.

Mail order advertising is really a great boon to country people. Only recently I heard of an entire wedding including the bridesmaids gloves, etc., being ordered from a New York house by a well-to-do farmer living 400 miles away. The order was filled almost as quick as he or others could have come to New York and purchased; it cost no more, but it saved the farmer about \$20 railroad fare, hotel expense, loss of time, etc. Mail order advertisers are generally reputable houses. If they were not, they could not continue to advertise in good mediums. Publishers are usually chary of accepting mail order ads, unless they know who they are dealing with. This is a wise precaution, and should earn for them the thanks of the community which they thus protect.

In selecting mediums in which to insert ads calling for orders by mail, great discrimination should be used The same kind of a garment, for instance, could not be advertised in Maine and Florida in the winter season. Again, the same advertisement might require to be differently worded for the East and West. "Bostonese" won't suit the Westerner, and neither will prairie phrases be tolerated in the East. But, of course, much depends upon the article advertised. If you notice the local ads in Western papers and those in the country sheets of Massachusetts or Connecticut, you will notice a great variation in style, expression and phraseology. All these apparent trifles have to be considered when preparing advertisements for mail orders, but the main thing is to have the ads truthful, for that is the only way to inspire sufficient confidence in your correspondents.

> LEAST said Soonest read.

## CHICAGO'S HOME PAPER WINS THE WILD TURKEY

GETTING FIFTY-THREE WHILE PAYING FOR ONLY FIFTY-TWO PAGES.

Increment American Dates

State Lawrence Lawr

## The Chicago Dispatch

Br. Joseph R. Duniap.

Herman J Huiskamp,

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se

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115.11 6 Chuago Dec. 16th, 1895 .- 189\_

Publishers Printers' Ink, New York City.

Please renew my contract for one page, dating from January 1st, 1896, to Dec. 31st, 1896. For this service you are authorized to charge \$5,200.

Very truly yours,

Single Bankop

WILLIAM M. LAFFAN, THE SUN BUILDING, 170 NASSAU STREET, NEW YORK.

Mr Laffarm To renew the Denn in Printers Tux for 1896 Lame portion the price will be as before Ho a lo! WmLastan

THE SPECIAL POSITIONS IN PRINTERS' INK ARE NOT MANY AND THEY ARE PRITTY UNDOES.

LY SOLD A TRAG OR MORE IN ADVANCE. HAVING A BID FOR THE PARTICULAR PAGE OCCUPIED BY
THE NEW TORK SUN FOR A YKAR PAST PRINTERS' INK SENTA A TRUSTED CANTASSER TO CONFER
WITH IR. LAFFAN AND OUTAIN HIS DECISION ABOUT EXPRENDING HIS ORDER. THE CONTROL
BETWEEN THE SHIM AND PHINTERS' INK FOR SIX THOUGRAD FIVE HUNDERD DOLLARS' WORTHOW
ADVERTISING TO SEE DOINE IN PRINTERS' INK IN 1896 WAS METHER TECHNICAL NOR VERBOSE BUT
TO COVERS THE GROUND. TO YOU SEE IT IN PRINTERS' INK IN' 500

New York, December 2nd, 1895. Mr. James H. Beals, Jr.,

Dear Sir: -

The advertisement of the Atlantic Coast Lists has appeared on the second page of Printers' Ink, in every issue for five years. For this advertising you have paid us as follows:

In 1891, \$3,900 1892, 6,500 1893, 6,500 1894, 3,250 (Wanamaker) 1895, 6,500 Total \$26,650

You have what some consider the choicest page in the paper and we should be sorry to see it occupied by anybody else. May we have the pleasure of booking your order for 1896 for \$6,500 net—same as last year?

your reply will oblige,

Printers' Ink.

Sout want to much our page so suffer much frag the piece-Put us down-J.H.P.L.

## DON'T GRAB AT STRAWS

### A LIFE PRESERVER

An advertisement in the columns of

## CHICAGO DISPATCH

By JOSEPH R. DUNLOP,

"Its Enemies Cannot Stop Its Progress."

[Editorial in Peoria (Ill.) Journal, Oct. 30, 1895.]

THE CHICAGO DISPATCH has just entered upon its fourth volume, and it is not an extravagant statement to say that the record made by the paper so far has never been equaled by a newspaper anywhete in the United States. When everything is taken into consideration—the jealousies of the older Chicago newspapers, together with the handicaps placed upon THE DISPATCH through various channels—the success of the paper shows that its publisher knows what he is about. Whenever the paper scores a point an attempt is made to slug some of its reporters. When this fails, the head of the concern is indicted by the grand jury. Notwithstanding these little pastimes of the enemy, the paper continues to forge ahead of its competitors.

### Far Reaching

Results of Advertising in the

## PHILADELPHIA ...ITEM...

Mr. Holgate's Statements.



Replies from Costa Rico and

Sacramento.

The far-reaching character of THE PHILADELPHIA ITEM'S circulation is again demonstrated in the appended letter from the Association of American Inventors, the largest patent solicitors and the largest patent agency in the world. A visit to the rooms of this Association, in the Betz Building, Phila, will convince any one that they deserve the reputation that they have earned by hard, conscientious and able work. They have branch offices in Washington, Pittsburg, New York, London, Liverpool, Paris, Brussels, Berlin, Dresden, Buda Pesth, Rome and Zurich.

PHILADELPHIA, NOV. 19, 1895.

Editor THE PHILADELPHIA ITEM:

Some two weeks ago we received a letter from COSTA RICO, CEN TAL AMERICA, with a clipping of our ad out of THE ITEM, inclosed We also received a letter in the inclosed envelope, with a copy of our "ad' out of THE ITEM, pasted on the left-hand corner of the envelope, from SACRAMENTO, CAL

THIS SHOWS WHERE THE ITEM WILL REACH.
We merely mention this to inform you that we consider THE ITEM
ONE OF THE BEST MEDIUMS that THERE IS IN THE UNITED
STATES FOR REACHING THE MASSES.

ASSOCIATION AMERICAN INVENTORS,

GEO. H. HOLGATE, President.



## Kansas City STAR'S

## PROVED AGAIN.

KANSAS CITY, Nov. 14, 1895.

We, the undersigned, have this day examined the Cash Books, the Agents' Accounts, the Manufacturer's Bills for white paper, the Bank Checks with which those bills were paid, and all other records and vouchers necessary to establish the facts, and are convinced that the actual, legitimate Circulation of the Kansas City Star newspaper is in excess of Sixty Thousand (60,000) Copies Daily.

Signed,

DOGGETT DRY GOODS CO., James C. Leiter, Mgr.

NEW GOLDEN EAGLE, Eli Cahn, Proprietor.

GEORGE P. OLMSTEAD, of Cady & Olmstead.

A. C. WURMSER & CO., A. C. Wurmser.

THE J. H. NORTH FURNITURE & CARPET CO.,
John H. North, General Manager.

D. A. REIDY, Advertising Expert.

The above Reaffirmed November 26,



New York Office, 80 Times Building, FRANK HART, Manager. Chicago Office, 1320 Masonic Temple, W. T. DAVIS, Manager.

Sworn to before me and subscribed in my presence this 19th day of August, 1895. E. P. ROGGEN, Notary Public.

[SEAL]

### Circulation of OMAHA DAILY BEE for 1894

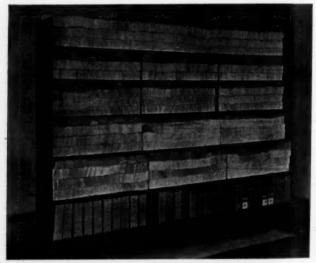
Dec.		0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	16	-	2 19,892
NOV.	23. 347 24. 552 24. 552 24. 552 25. 552 252 252 252 252 252 252 252 252 252	11 000	41,20	048,5/2	21,612
October.	8 2 2 2 2 2 2 2 3 3 2 2 2 3 3 2 2 3 3 2 3 3 2 3	10,000	10,001	634,370	21,146
Sept.	287 287 287 287 287 287 287 287 287 287	647,006	0,063	640,423	21,347
August.	######################################	6%5,661	17,897	902,700	21,577
July.		775,504	18,481	757,023	24,420
Jane.	88444444444444444444444444444444444444	666,463	11,676	664,787	21,826
May.	8.17.99.99.99.99.99.99.99.99.99.99.99.99.99	703,187	15,511	687,676	\$2,183
April.	8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8	008,387	18,062	680,325	22,677
March.		700,269	15,719	684,550	22,082
Feb.		638,604	17,803	620,801	22,171
January.		722,329	19,474	702,850	22,673
		Total	Returns	Net Sales	Average.

DAILY AVERAGE FOR THE YEAR 21,967 COPIES.

#### AN ADVERTISER'S GUIDE.

preceding day if the 15th comes on for the past six years, is prepared Sunday, it is the practice to cause to to go into court, if occasion requires, be mailed from the publication office and testify on oath that he personally of the American Newspaper Directory, proceeded to the post-office and caused in a sealed envelope, under letter post- to be deposited there an envelope age, to every American newspaper properly directed to the particular which was catalogued in the preceding paper that may assert that no such apissue of the Directory a carefully- plication ever came to hand. The prepared application for information editor-in-chief is also prepared to testo be used in the annual revision which tify that the packages for the postcommences one month later, January office were prepared under his per-

velopes are stamped under the supervision of the editor-in-chief, and Mr. On the 15th of December, or on the P. M. Ayvad, his principal assistant



A PICTURE OF 18,618 LETTERS, MAILED DECEMBER 14, 1895, ASKING FOR CIRCULATION REPORTS TO BE USED IN THE TWENTY-EIGHTH ANNUAL REVISION OF THE AMERICAN NEWSPAPER DIRECTORY.

15th. The utmost caution is taken to sonal supervision, and that he knows see that this work is done in such a of his own knowledge that the enmanner that no single newspaper shall velope intended for the paper in quesbe omitted. After the envelopes are tion was intrusted to Mr. Ayvad for addressed they are called back from the the purpose of being mailed, as above revised Directory sheets, each one as set forth. The pictures that embelcalled being checked off with a dis- lish these pages show the collection tinct mark in red ink, and from that of 18,618 sealed and addressed entime forward the envelopes are carefully guarded under the personal supervision of the editor of the Directory until each has been filled with the requisite printed application and explanaday, with his own eagle eyes, noted

The filled and sealed en- the deposit of each and every one of

office building prepared for the accommodation of the citizens of New York.



Sometimes wicked and prevaricating newspaper men have been known to assert that, in response to the application for information, the same was carefully prepared according to specifications, and duly mailed in the addressed envelope furnished them for that purpose, and that, notwithstanding all this, they have had occasion to complain, when a new directory appeared, that the information so laboriously compiled and carefully forwarded has not had proper attention, and that the circulation rating given by the Directory has not been in accord with the truth as made known. For the purpose and with a hope of sometimes discovering a real instance of this sort of neglect the publishers of the Directory continue to offer the following:

\$100 REWARD - Any publisher who places on file at the Directory office a true places on file at the Directory office a true statement, conveying the requisite informa-tion concerning all the issues of his paper, for a full year, the same being duly signed and dated, and who finds, when the book ap-pears, that his paper is not rated in accord-ance with the report which he sent, will re-ceive from the publishers of the Direct-ory a written apology for their neglect and a check for §too for the discovery of the error. The publisher who registers the letter he sends containing the circulation statement. sends containing the circulation statement, will find it easy to prove that it was sent and received. If he keeps a copy it will be equally easy to establish the fact that the statement sent actually did contain the req-uisite information and was properly signed and dated

For the further purpose of exercising

those sealed letters in the great post- some restraining influence upon the occasional (but happily rare) newspaper man who has contracted a habit of issuing circulation statements that have not been duly considered before signing, the publishers will also continue to offer and pay the following:

\$100 REWARD-If a publisher furnishes a statement, as set forth above, that is afterwards found to be untrue, a reward of \$100 will be paid to the first person who proves will be paid to the first person who proves that the Directory was so imposed upon by the paper, if still published. During the eight years that this system of rewards has been maintained, only twenty untruthful cir-culation reports have been discovered. The reward has been paid as follows:

No. z. Waukegan, Ill., Gazette.

No. 2. Madison, Wis., Skandinavisk Trib-

No. 3. Prospect, Ohio, Advance.

No. 4. St. Louis, Mo., Anzeiger des Westens

No. s. Atlanta, Ga., Dixie Doctor. No. 6. San Francisco, Cal., Morning Call.

1893 No. 7. in Red. Muskogee, Ind. Ter., Our Brother

Monon, Ind., News. Montfort, Wis., Monitor. No. 8.

No. 9. 1804.

No. 10. Topeka, Kan., Saturday Evening Lance. No. II. Minneapolis, Minn., Farm, Stock

and Home. No. 12. Chicago, Ill., Western Rural.

Los Angeles, Cal., Family Ledger. Seattle, Wash., Press-Times. No. 13. No. 14.

1895.
Omaha, Neb., Bee.
Weir City, Kan., Journal.
Williamsburg, Kan., Sunflower.
St. Louis, Mo., St. Louis Maga-No. 15. No. 16. No. 17. No. 18.

zine. No. 19. New Orleans, La., Morning Star. Topeka, Kan., Western Poultry No. 20. Breeder.

. It is an interesting and pleasing fact, and one that does credit to the truthful habit and practice of the newspaper men of the United States and Canada, that among all the twenty thousand separate newspaper offices there have been found in eight years only twenty instances where a circulation has been claimed that was not in exact accordance with the truth.

#### SHAME!

Newspaperdom, in its issue of Dec. 12, gives space to an anonymous libel upon the American press, as follows:

I have been looking over a newspaper directory for 1893, to observe what changes had occurred among papers I then knew about, and I extracted some suggestive facts which I can partially show by means of a simple tabular statement. The first column of figures shows the reported circulation, the second column shows the circulation the papers

actually had (about), while the third shows, in some instances, the increase or decreas since 1803, and in some has a remark to indicate what has occurred since that time :

No.	Reported Circula- tion.	Actual Circula- tion.	Present State.
1	9,500	4,500	Gained slightly.
8	6,718	3,000	Lost slightly.
3	7,350	3,500	Gained slightly.
	10,500	7,000	Held its own.
5	2,600	1,000	Sold three times.
6	2,400	800	All ready-print.
7	2,550	1,200	Dead.
5 6 7 8 9	12,000	8,500	Gained gradually.
	4,800	1,000	Barely exists.
10	2,100	500	Dead.
11	28,000	27,000	Gained steadily.
12	800	200	All ready print.
13	9,000	1,500	Dead.
14	8,000	200	Dead.
15	5,400	200	All ready-print.
16	35,000	10,000	Inflated claims.
17	11,500	10,000	Now about 18,000.
18	3,500	1,200	Gone down hill.
19	14,350	4,000	Just keeps along.
20	2,500	200	Exists by title.
21	25,340	9,000	Barely holds its own
WS.	1,850	400	Dead.
23	4,000	2,500	Has not gained.
90 91 98 93 94 95	6,200	3,500	About same now.
200	24,832	10,000	Gradually lost.

These figures could probably be duplicated by almost every newspaper man who has an acquaintance in two or three counties or

Several of these papers that credit them-selves with a circulation large enough to command a paying patronage, have really no circulation at all, but are kept up for the specific purpose of squeezing a little money out of a few advertisers, and out of selling magazines and books received for notice. Five of these sheets are credited with a cir-culation of 25,700, while I know they do not now print, all together, over 1,000 copies.

WHY HE LIKES IT.



How York, December 6th, 1895.

r. Wolston Dixmy.

86 Forld Building, City.

I like Printers Isk because no one need wear a ental music to write for it.

I like it because bright men, thinking men, successful men mest (n its pages. Half an hour a week in the company of such people would help to put a keener edge on the sharpest Susiness wit.

I like Printers Ink secouse it to so for out of the s-to-order rus. Each issue comes to me like the burstingof a friendly bomb - I've no idea which way the pieces will fly but I know the air will be full of them and with a bustsees thought or theory tied to every fragment.

Such a publication well circulated must make a wide and ip mark. It has containly had a great influence in shaping (and I believe in improving) the advertising of this country.

I have always found it on inspirution.

Yery bruly yours. m. m Gillam

#### NUGGETS AND FOSSILS.

The items that follow have been unearthed by the editor of the American Newspaper Directory while pursuing his researches for the twenty-eighth annual revision now in progress:

PUBLISHERS appear more willing this year than ever before to tell their actual circulation. The number of definite reports thus far is unusually large, and hardly one is signed with a hand stamp.

VICTOR, COLO., is in the Cripple Creek mining region and three daily newspapers have already been established there within the last six months. Previously to that time

there was not a paper in the town.

THE man who examines and enters the new newspapers for the forthcoming edition of the Directory, and who has done this work for several years past, says that the new newspapers this year are of a better class than they have been since 1890.

THE Bird Island (Minn.) Union is a weekly paper and is furnished to subscribers, in fourpage form-all home print-for 75 cents a year; but it also has an eight-page edition, four pages being co-operative, and this is sold for \$1.25 a year. Subscribers have their choice between the two editions.

A REFRESHINGLY clear and concise statement comes from a leading paper in Maine, covering a complete year of daily issues, covering a complete year of daily issues, upon which it is a pleasure to place its "actual average" stamp, but an attached statement for the weekly edition of the same paper goes back only six months and is marked, of course, for a letter rating. It proves that the publisher is proud of his daily issue, which is growing, and a little ashamed of his weekly issue, which is shrinking.

ONE of the best publishers of one of the best weekly papers in New York State writes: "I will back the J\* rating with a forfeit of \$500," but he neglects to furnish any figures to lects to furnish any figures to "back it up," and it is not improbable that if asked he would be unable to say what J\* really nieans. He gets the pink circular with J\*\* attached. This should result in a statement of "actual average" or "smallest."

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THE first mail, after issuing Directory circulars, brought in twenty-one reports from pub-Three were definite lishers. and insure a guaranteed rating in each case, while eighteen were so indefinite they could only be marked with a letter rating and two stars, and the "pink circular" was sent in reply, to notify the publishers how it would be necessary to rate their papers in absence of further information. What the Directory aims to give is the number of copies of the publication issued—not the number of copies sold. An occasional publisher writes in substance that he does not keep count of the extra copies sold each week and so cannot give exact weekly statement. But he ought to know how many copies he prints.

#### IMPROVING NEWSPAPERS.

ADDISON ARCHER INTERVIEWS P. T. DODGE, PRESIDENT OF THE MERGEN-THALER LINOTYPE COMPANY-ONE-CENT JOURNALISM A MISTAKE-CRIT-ICISING NEW YORK NEWSPAPERS-ADS HE READS AND ADS HE DOES NOT READ-A POINT FOR ADVERTISERS.

Philip T. Dodge, the president of the Mergenthaler Linotype Company, is a man of broad observation and pronounced ideas on everything pertaining to journalism and advertising.

He is not an easy man to interview. People are waiting to see him all the time during business hours, but coming as I did from PRINTERS' INK. he consented to see me in the middle of one of his busiest days. I asked him questions which I had in mind sion by cross-examining him on the subject of linotype machines for country offices, and he told me many interesting things about the way in which the country publisher can run a pretty respectable paper and job printing plant with one linotype machine, not even being obliged to put in brass rules or sorts, or any of the necessary typographical accessories which used very costly, as the country printer, or any other printer, for that matter, can have as much matter set and standing as he wishes at merely the cost of type metal, six cents per pound.

He said that they had now perfected the machine to a point where it would automatically adjust itself to set different faces and sizes of type from agate up to pica, and that all advertising, except the unusually large display kind, could be as well set on a Mergenthaler machine as by hand, and, of course, much more swiftly and cheaply, but as this is not an advertisement of the Mergenthaler machine and as practically all the metropolitan dailies throughout the country have already introduced it, and country offices are doing the same thing as fast as the Mergenthaler Company can manufacture the machines, I thought it more interesting to ask Mr. Dodge his ideas on newspaper typography.

Mr. Dodge told me about the growth of the Linotype and the typesetting machine idea from the time when an enterhis type, and instead of throwing it for special work in limited fields."

back into the cases, immersed it in water so that the wooden spaces would come to the top, leaving the type pied at the bottom of the tub, up to to-day when the expert telegraph operator can receive his messages over the wire and run them off on the typesetting machine without the intermediation of the type-

ADVIRTISING THE LINOTYPE.

I asked Mr. Dodge about his methods of advertising the Mergenthaler Lino-type because I was a little interested to know how in the brief period of four years he had been able to build up a concern that had no existence, the present company having succeeded to the Mergenthaler property when that property had actually ceased to manufacture machines and had given up the struggle.
"We have done very little adver-

for a long time. I opened the discus- tising. We have had a page in PRINT-ERS' INK from time to time and we have always heard from it. Printers have written us from all over the country that they had seen our ad in PRINT-ERS' INK, but the fact is that we have never been able to keep up with the demand, for when we equip one office in a city, we are perfectly sure of having orders to equip other offices.'

And here Mr. Dodge told me about to make establishments of this kind their factories, where they have tools which are gauged for their work to .005 of an inch, the thickness of an ordinary sheet of newspaper being .004 of an inch.

> "Are you putting in these new faces of type into your machine?"

"Yes, we have adopted several designs of Farmer, Little & Company, and some of our present faces were designed by Mr. Benton now of the American Type Founders' Company." NEW TYPE.

Mr. Dodge referred to the big specimen book which the American Type Founders' Company had just sent him, and turned to the Jenson Old Style pages and remarked: "I think some of the American Type Founders' Company's antique and display faces are peculiarly beautiful. think they are more artistic and better proportioned than any of the faces that have come from Europe; they are better than the European originals by far.' "Are you going to reproduce the

Jenson for use on your machines?" "No, it will not be widely enough prising English genius used to set up used for that, but will always be used

Continuing his thought about En- classes of advertising. For instance, glish and American faces of type, Mr. the laboring classes and classes who Dodge said:

#### ENGLISH ENLIGHTENMENT.

"Papers in foreign countries that used to insist upon the reproduction of Scotch faces have abandoned them in several instances and are now using our American faces. American designers have been peculiarly happy in producing faces that are both legible and artistic. I believe that as far as newspapers are concerned, we are coming to larger and blacker faces in our best faces.

"In body type or advertising type?"

"In body type. The size of the papers will permit this, and the conditions under which papers are read demand it. It is folly for American people to ruin their eyesight in reading fine and delicate print in railroad trains and bad light and other conditions that surround the business man. I feel that papers must come to the use of larger and more legible typography."

'But won't they have to print less

news in that event?

"Readers don't count the lines in a paper. They have a general idea of the number of pages in a paper, and they know very well whether they can read it readily or not. I do not believe that they take note of anything else.'

#### ONE-CENT JOURNALISM.

"What is your idea of one-cent journalism?" I asked, apropos of the present excitement along this line.

"I think it was a mistake in the first instance to reduce the metropolitan dailies to one cent; the competition plan for newspapers to run ads on made other publishers follow the lead-their first page?" er. I believe, however, that if there was co-operation among the publishers that papers could be sold for two cents as readily as for one cent."

"Do you think the one-cent paper

has come to stay?

"I am afraid it has. It enables the large papers to float the advertising which they could not otherwise carry. Personally, I believe that a small paper with reading matter condensed, and with well displayed and condensed ads is the ideal publication. Advertise- tion to advertisers, cutting up their ments can well be condensed and put columns in the detrimental way I have into so small a space, but so well dis- mentioned, and I hope the day will played that they will be conspicuous soon come when they will stand on the in a closely set sheet. Different classes dignity of the prestige and do as the of people are to be reached by different Washington Star does, that is, put

deal, for example, with cheap department stores, are, I believe interested and influenced by large ads. In the case of the small liner ads-"

"What do you mean by liner ads?" "I find that is a term used a good deal around here, referring to the two and three-line ad wants, etc. I think the use of the initial letter a mistake in ads of this kind. This is expensive and I do not think the eye selects them as well when they are set with the small initial letter. I think the people searching through the classified columns read all the ads under the classification in which they are interested,"

"What city does the best advertis-

ing?"

"I am not qualified to answer that question. I think, however, that Washington does excellent advertising. The Washington Star has its ads well arranged and displayed."

"Do you think there is a chance for

improvement in New York?"

'I think the make-up of some of the New York papers is bad beyond expression."

#### A BAD PLAN.

"Wherein?"

"In breaking up the reading columns to a greater or less extent, and in setting the display ads so that too much white paper is presented to the eye. The matter is spread over so much ground that the eye fails to take in the different parts connectedly. I think it is a mistake to cut reading columns in two by an ad."

"Do you believe that it is a good

"No, decidedly not."

"Why not?"

"It destroys the good appearance of the paper. It involves a discrimination between advertisers. It impresses the buyer and reader with the objectionable idea that he is paying for a handbill instead of a newspaper. I think the New York Sun, New York Mail and Express and New York Evening Post are the best arranged of the New York papers, but they grant too much posi-

their advertisements in columns by clothing men, over here, are they not?" themselves and not scatter them among the reading matter."

"Do you think the Star plan, then, is better than that adopted in New

"Yes, I think it is."

WON'T DRIVE AWAY ADS.

"Won't it drive away advertisers?" "You can't drive advertisers if it is known that papers have a circulation.

"What paper in New York needs reform the most?"

"That is an extensive question. Every paper has its good and bad feat-

"What do you think of the Morning

Journal?"

"Mr. Hearst has improved it amazingly, and made a thorough paper of it. He is a young man who is putting in a great deal more brains and work than any other young millionaire that pany's sign?" I have ever heard of. He is staving down at the office until two o'clock every morning. He is changing the paper very radically and decidedly for the better. It is certain to be one of the leading papers of the country. He has made the Examiner a great success, and he will do the same with the Journal."

cism of advertising, and he said:

"I think one trouble in our advertising here is that American papers use too many faces and variety of type. I think the English papers, which use smaller display type and a less variety of faces, succeed better than we do in giving prominence to all their ads. While there is a seeming monotony, the fact is that the eye of the reader is able to single out quickly the matter in which he is interested. I think the eye is apt to pass over large and exceptionable faces without taking them in, without their leaving that quick impression hat is made by smaller type, approximating in size the body type which can be taken in connectedly at a glance."

"Quote some instances of this kind of advertising in New York, Mr.

ir

"The ads of Hilton, Hughes & Co., R. H. Macy & Co. and Bloomingdale Brothers."

NEVER READ ROGERS, PEET'S ADS. "How about Rogers, Peet & Company? Do you ever see their ads?"

"I can't say that I do. They are

Mr. Dodge was sitting at his desk during this conversation, in his revolving chair, where he sits every day that he is at business. Out of his window the only view that he can command is the City Hall and the two buildings on Broadway beyond it, and absolutely the only sign of any kind readable from his window is the big sign of Rogers, Peet & Company in big gold letters, two or three feet long, so high up over the building and directly in line with Mr. Dodge's line of sight. In other words, probably three or four hours a day, month in and month out, Mr. Dodge has been in the habit of gazing upon that sign. So I asked

"Do you ever look out of that window?

" Yes."

"Ever notice Rogers, Peet & Com-

Mr. Dodge got up, went to the window and looked all round and actually did not see the sign, until I pointed it out to him. Then he exclaimed:

"That is a good illustration; there is something wrong with that sign. Until you spoke of it, I did not see that sign at all. The letters are too large, or too something, and there is l asked Mr. Dodge for further criti- no background to throw it into relief."

#### OLD ENGLISH PAPERS.

From this on, Mr. Dodge showed me a very interesting collection of old English newspapers, the Morning Jourhal, of London, dated April 3d, 1829, with a seven-cent tax upon it, and the London Observer of July 22nd, the day Queen Victoria was crowned in Westminster Abbey, of which event the Observer had two beautiful pictures, and in the columns of matter it had printed regarding that interesting event, gave due credit to those who supplied the various things eaten and drank at the banquet, capitalizing each subdivision; for instance, Ale and Beer, supplied by Mr. Stuckings and Mr. Swain, 100 barrels, and Mr. Underwood, of Haymarket, furnished 16,000 knives and forks and 1,200 pairs of I suppose, of course, the carvers. Observer was paid for this sort of thing, but Mr. Dodge's object in showing these pages to me was to demonstrate how effective small ads are when set in a clean-faced, legible type of uniform size and arranged with uniform headings in moderate sized copies.

with by Mr. Dodge's permission, and as illustrative of the point he was making-a point, by the way, which is being taken by many leading publish-

IN	URSERY GOVERNESS, A Lady washes to
Fast been Clar	objace the semester of NUMBERY GOVERNMEN to a private Dy, or of Twacher to a School. Com give good reference, and have been by lower (post-post), to A. B. C. Mr. bru. Stathouer, M. Piccadilly.
A	LADY, who has a small and select number of
best	ING LAMING to her Ciscie, who will have the advantage of the
Men men	il branches of Missention are tought, with all the modern accompision, it, on the heat plans, and anaxespilosable references can be offered direc, post past, M.A.R., douber's School Library, St. Paul's reh.vers.
T	ADIES' SEMINARY APPRENTICE
her	WANTED.—The Stands of a Young Lady, desirous of qualitying a a superior manner for the Situation of Coverages, may bear of
canti	tigible occasion by addressing a letter to F. F., Post-office, Now- e-under-Lywo, Stafferdahles. In addition to substantial Teition in the ordinary branches of Education, the Young Lady would be in-
Dan	reed in the French and Italian Languages, Music, Drawing, and
Sale	iment. At the expiration of five years she would be continued to setablishment in the capacity of Assistanty and receive a liberal ry.—A sullable Premium to appeared.
T	HE FRENCH LANGUAGE taught by an easy and expeditions method, which fobvioring the difficulties which
	ten discourage beginners) induces perseverance, and affords amuse-
oluny do. c	ly on that perfect knowledge of English, which enables the toucher
	dysecolerating the programs of his paper. Its advantages will be been as one who reads this advertisement. Application to Man, a Servey-advant, Strand (Follows pass-pass), will be abtomand to

ers, who have come to the conclusion that much advertising can be secured if they adopt the idea of giving the small advertiser equal rights with the large advertiser. ADDISON ARCHER.

#### NOTES ON RAILROAD-ADVER-TISING.

It seems to me that railroad and insurance advertising, as done at present, are very similar in certain respects. For instance, in both trades is there a lavish expenditure of money, with no return commensurate to the amount expended. Railroad advertising is, indeed, more artistically done, and of a character far more likely to interest the public than are the dry, tabulated statements of the insurance corporations, but it certainly is not well done, for the public does not associate any particular features with any particular railroad, which it would do were the peculiar advantage of each duly impressed on its mind.

Why a railroad brochure or pamphlet should be an elaborate and cumbersome affair which we busy Americans have not time to read is not clear. Why it should be so very "literary," when the reader is simply in search of facts, is equally inexplicable.

The same principles that apply to other advertising apply to railroads. One would not wade through a miniature cyclopedia when in search of information about soap. Why do so in case of railroads?

The fact is, these booklets would be

I reproduce some of these ads here- well enough were public curiosity sufficiently aroused to apply for them. This could be done through the medium of newspaper and magazine announcements, so worded that it would be certain that the person applying really had some interest in the subject aside from idle curiosity. At present, when a railroad issues a booklet, it advertises it as something valuable to be had free, which attracts a horde of curiosity-seekers-or, worse, piles the booklets on its counters, where they remain indefinitely.

If railroads were to retain the names of their customers, and send these customers their advertising matter as issued, they would at least be sure of reaching a public that travels. Distribution could be done by local agents.

Special offers are of course, applicable to railroad advertising. ready response of the public to the inducements offered to visitors to the World's Fair was proof of this.

The trouble with railroad advertising is that it is so very similar that it fails to attract; that it is so very long that people have not the courage to begin its perusal; that, in many cases, it is of the dryasdust variety, and the man, fascinated by the pictures, who wades in, finds it turgid and unintelligible, giving him no idea why one road excels another, or what he would gain by making a certain selection. That it is beautifully printed and illustrated there can be no question. question is, can it not be made more effective with the skillful expenditure of the same amount of money? G. T. C.

#### TRUTH TERSELY TOLD.

As a rule, low rates and large discounts, or lack of uniformity in prices given for space, indicate a small circulation. This is proved by the experience of careful advertisers, who keep a record of the results of their advertisements, and invariably find that the higher-priced advertising rates mean large and er-priced advertising rates mean targe and legitimate circulations, giving the most satisfactory returns for the money invested. Good goods always bring fair prices—only poor articles are sold for whatever can be got. Advertising space in publications of large circulations represents a very heavy outlay and cannot be offered at a nominal price without loss. Publishers, like other business. lay and cannot be offered at a nominal price without loss. Publishers, like other business men, don't do business merely for amusement, nor can they afford to give you space for less than cost; hence you may set down very low rates as positive proof of equally small and, therefore, comparatively valueless circulation .- J. Walter Thompson.

REDUNDANT words in ads admit of no de-

For want of brevity is want of sense.

## But One Week More

of the old rates on the

## Brooklyn "L"

Get in now and save 25 per cent.

At the new rates the advertising will still be the cheapest for space and circulation extant,

xxx

Size of cards 16 x 24 inches, concave racks in all cars—no back number frames with glass over ads to spoil display.

Best poster service anywhere.

222

### George Kissam,

35 SANDS STREET, BROOKLYN.
POSTAL TELEGRAPH BUILDING, NEW YORK.

### **HOME NEWSPAPERS**

read by the mothers, daughters, wives and sisters, as well as the fathers, sons, husbands and brothers—are the most profitable to advertisers. Papers of this class are invariably well edited and well managed—contain no objectionable news—no objectionable advertising. Everything in them is crisp, interesting and above criticism. Only papers that pursue this policy ever become favorite family journals. This is the policy of the

# Cincinnati... Commercial ...Gazette

the favorite home newspaper of more than 42,000 of Cincinnati's best families who do most of the advertisement reading and most of the purchasing in Cincinnati.

For Sunday readers the COMMERCIAL GAZETTE goes into over 50,000 homes in and around Cincinnati, and its semi-weekly issues are welcomed in more than 50,000 country homes of the Ohio Valley.

Sample copies, advertising rates or other information on request.

### J. E. VAN DOREN SPECIAL AGENCY, PUBLISHERS' DIRECT REPRESENTATIVES.

Tribune Bldg., New York.

1320 Masonic Temple, Chicago.

#### KEYING RESULTS.

HOW AN ENTERPRISING SPECIAL AGENT DOES IT FOR HIS CUSTOMERS AND GETS MUCH NEW BUSINESS THEREBY -ALSO WRITES ADS FOR THEM AND HAS A UNIQUE SYSTEM OF KEEPING TRACK OF ADVERTISERS.

The other day the editor of PRINThe had ever received from any one in sections of the country." the same line, he asked me to call on

before I found him in. He was cam- the other beside his desk. The cabi-

paigning for his publication in the South. He used to be with A. Frank Richardson, and with various publications before that. He has the hustle habit in a very pronounced form. He is also an originalist, full of matter interesting to advertising men on both sides of the fence. His office is an instructive spot for solicitors, I would say advertising managers, for it is full of all sorts of filing cabinets arranged on a new and original plan for keeping

thing from cards to catalogues.

doesn't sell the envelopes and doesn't have any patents or copyrights.

Mr. Lyman's system he thus de-

"In the first place I read about 250 different periodicals a week, securing from each one the announcements from therein touching on various manufactured specialties. I then add ERS' INK received a communication these names to my list of prospective from Mr. Charles W. Lyman, the customers, and take up the fight of special agent of the Scientific Amei - obtaining this business. These names ican, 253 Broadway, and the communi- are carried on a system of envelopes cation was so different from anything and filed according to the different

Mr. Lyman pointed out three filing Mr. Lyman and get him to explain it. cabinets, one over each of the two I called on Mr. Lyman several times roll-top desks in his private office, and

n e t pigeon - holes being in the neighborhood of one hundred, hold in one filing cabinet the cards of prospective advertisers. Information concerning what is inside the envelope is printed on the outside of the envelope, which is about the size of what is called a little smaller than a number six. The envelopes are made of heavy manila paper, open at the end, but have no flap. Inside the envelopes are clippings of advertisements about to be



CHARLES W. LYMAN.

track of all the advertisers whom Mr. secured and any information that has Lyman thinks will ever be likely to been received from the advertiser refall victim to his multi-manifested garding his plans. These envelopes, seductions, such as effectively written when they have reached the point of and attractively displayed ads which having the needed information, are he prepares for unsuspecting people put in another cabinet, according to whose goods he sees announced in any- the location of the business, and the time Mr. Lyman considers it best, or This filing system deserves a detailed the advertiser wishes to take up the description because it's the sort of thing subject. For instance, incubators are advertising managers generally and filed in the winter for spring business, general advertising managers in par- and heaters are filed in the summer ticular will eventually adopt. Some for fall and winter business. I asked are adopting it now. Mr. Henry Mr. Lyman how he got the informa-Bright has done so already and Har-tion and he said that he put out agents pers have it under consideration. There to scour the towns and see how the is nothing in it for Mr. Lyman, as he land lay, but they were not allowed to does not sell the cabinets-which are talk advertising-simply to get inforthe ordinary kind obtainable anywhere, mation as to the name of the particu-

lar member of the firm who has charge many connections with papers East of the advertising, time they would be and West where he filled successfully interested, and the other things that the positions of compositor, business are necessary to fill out the blanks on the envelope.

"ROUTES."

A unique feature of Mr. Lyman's envelope system is his arrangements of what he calls routes. He has in his office a former employee of the Western Union Telegraph Co., who is able to "route" the New York addresses in such a way as to be able to see them in consecutive order with the least inconvenience and amount of traveling.

He uses the same system in advertising trips to other cities. For instance, he strikes Pittsburg, goes to the American District Telegraph Messenger Office and gives them his list of prospective Pittsburg advertisers, numbering perhaps 150. The Messenger Company office adds addresses where they are lacking, and arranges the routes for Mr. Lyman to travel, starting from the hotel, and in this way he is able to see thirty to forty people per day, without the loss of either toil or time, and, as he expresses it, does not waste his sweetness on non-producing soil.

Mr. Lyman proceeded to show me still another filing cabinet, where he files all the catalogues that he can get hold of from prospective advertisers. He obtains them usually by sending for them. When once Mr. Lyman writes or interviews an advertiser who is not in his columns, and the advertiser states that he has nothing that he could advertise profitably in the Scientific American, Mr. Lyman goes to his catalogue cabinet, takes down that firm's catalogue and proceeds to find some particular specialty which he thinks could be advertised with good results in the Scientific American, gets up an ad that demonstrates conclusively that many striking points regarding this particular article could be represented in a very limited space and in a most attractive manner. He makes the ad just as handsome and just as small as he possibly can, for the accomplishment of which result Mr. Lyman is peculiarly qualified, having started in the printing business when he was thirteen years old picking pi out of a box in Theo. Tilton's office in Spruce street, when he edited the Golden Age, and through the ascendency of

manager and editor.

After Mr. Lyman has adified any particular article he thinks he can advertise to the advantage of any particular advertiser, he sends the ad in press proofs on high-class paper to that advertiser, accompanied by the kind of a letter Mr. Lyman has been learning all these years to make seductive, and right here comes the uniqueness of Mr. Lyman's circular system. He has one of his circular letters, of which he has a large collection of Lymanized forms on hand, run off on the typewriter and copied at the rate of 100 every five minutes on a new-fangled automatic letter copying machine that prints from a roll of paper like a perfecting press. He throws the copies in the waste basket, and sends the letter with this bona fide copied effect to the unsuspecting victim. The result from this elaborate proceeding is equal to personal letter writing, and much better than circularizing. Mr. Lyman gets replies to about ten per cent.

#### LANDS MOST ALL.

"How many of these people accept the ad you prepare for them on this

plan of yours?

"About all of them accept the ads and send for electrotypes, giving order to insert the advertisement in the paper as long as it pays, and there comes in that guaranteed results you asked me about," referring to the opening of our conversation where I had referred to the letter he had written PRINTERS'

New York, Nov. 1, 1895.

Editor of PRINTERS' INK:

DEAR SIR-I undertake to make an advertisement in the Scientific American pay you. I wish to construct something special for ou that will be better than you now have

for this purpose.

for this purpose.

I made twelve economical space advertisements last week that have been adopted, and will continue in the Scientific American as long as they pay the advertiser. This is the only fair way to test a paper. If you are now or will be interested, kindly send data, and find out just what I can do by "keying," so you can count results. This means business. ness for you at a stipulated cost for what you receive. No charge for making the advertisement. Awaiting your favorable reply, I am, (Signed), Chas. W. LYMAN.

"Does this mean, Mr. Lyman, that you agree to write advertisements free of charge for advertisers who will consent to go into the columns of your

publication, and that you will charge columns of so popular a paper that was them for the advertising space only apparently underestimated by many. what the results to the advertiser would warrant? In other words basing your rate not upon the value of your space as you might estimate it, but upon what the advertiser would find it to be worth to him and his business?"

#### THE POINT OF IT.

"No, the point is this, that the Scientific American has been very little understood by general advertisers. The paper was fifty years old in September last, and has been qualified by all of the present newspaper directories, including the American Newspaper Directory, as a technical trade paper. The facts in the case are that the Scientific American is a high-class technical paper but has, contrary to most people's ideas, a very large general circulation. There is scarcely a library or public institution, club or consulate in any section of the world that the Scientific American is not on file in, and it is subscribed for generally by the best people at \$3 a year, and no premiums were ever given. When I undertook the work of building up a business in the general field for the Scientific American, some this, Mr. Lyman?" three years ago, I found that the rate charged per line was very high, in fact higher than any similar publication in this country of equal circula-It was a fight of course to get in touch with the people whose business would warrant such an expenditure for advertising purposes. I soon found that if a firm in any line of manufacture had a specialty secured by patent or covered by trade-mark, ness with, Mr. Lyman?' that was composed in its component parts of wood, iron, steel or any of the vertisement, prepare suitable wood en- think I can estimate that off-hand? gravings by having the specialty at small and economical space, then key ing about one inch.

PREPARING ADS.

"I prepared many advertisements, some smaller than had been tried before. Advertisements occupying 4, 8 and 10 inches in other mediums are successfully reproduced to occupy but 14 to 18 lines agate, the advantage of this reduction being a lower cost in a high-priced paper. Advertising resolves itself into the question of reaching the greatest number of people for the lowest stipulated price per capita. There is but one price for advertising in the Scientific American. We undertake, however, on a small trial order at this given price and by changing the address, to demonstrate the fact that the Scientific American is especially adapted to the advertiser's wants.

NINE OUT OF TEN CONTINUE.

"The trial order results-9 out of 10 continue their business in the paper, the keyed advertisement telling them the exact number of returns they secure every week from a given investment. They want this kind of advertising and are willing to pay for it."

"How long have you been doing

"I started this particular work over two years ago after spending a year investigating the field.'

"How much has your business in-creased in that time?"

"I see an increase of 50 per cent each year in my particular branch of the advertising department of the Scientific American.

"How many people do you do busi-

In reply, Mr. Lyman said it would be a very difficult matter for him to elements that enter into manufactured tell just how many. Made a dive for articles, that if I could get in touch a typewriter list and handed it over with this firm, make up a special ad- to me, saying: "Great Scott, do you

I turned over about 19 pages with hand or circulars and catalogues de- about 20 names to a page, and an aver-scribing the same, and prepare a age sum of about \$10 opposite each judicious, thorough advertisement in a name, each insertion, each ad occupy-Then he showed this advertisement, in other words me three pages more that were added change the number, giving a different to the list, of about 40 names to the street address, or some key by which page, opposite each name the amount the advertiser could actually count the ranging from \$25 to \$1,500; this latmail received from the Scientific Amer- ter list of three pages being Mr. Lyican, the paper would prove a veritable man's account of new business secured bonanza to many of them. I found since April, and the list of 19 pages that this was a good plan for securing being those who have started in and a large amount of business for the continued advertisements, but with

renewals. I saw lots of names on the ness continued. The American Typelist that I didn't expect to see there, writer Co., 265 Broadway, manufact-Mr. Lyman called my attention to the uring a small typewriter for general fact that his contracts are usually till use, selling for \$8. The plan adopted forbid, the advertisement to continue in the paper as long as it pays the advertiser at full rate, 75c. per line, some and thereby actually keying each reply contracts extending back under this system for three years.

"Then you don't believe in time or

space discounts?' "I do not."

"Do your advertisers?"

"Not after they have tried our sys-

"Do you notice any disposition toward the adoption of your system by

other publishers?

"Some leading papers have adopted a similar plan-for instance, Boyce's list, the Chicago Blade, Ledger and World. They discontinue an advertisement at any time at pro rata rates, which means the same as running the advertisement till forbid at a stipulated rate.'

At this thrilling crisis Mr. Lyman showed me copies of his three papers, Scientific American, weekly, Scientific American, building edition, and Scientific American, export edition, Spanish and English, printed in the most interesting form for one of my profound ignorance of Spanish, but every one of the three papers jammed full of ads, which any advertisement cop-

ier could clip to advantage.

Demonstrating his keying system, Mr. Lyman said: "H. D. Layman Pneumatic Boats are at 853 Broadway. In suggesting advertising to this firm, I prepared a special cut in a small space of their Pneumatic Hunting Boat, one inch high in fact. I then constructed a suitable advertisement in which the address was keved. In other words, instead of using 853 Broadway, I substituted 851 Broadway. This was to give the advertiser an actual opportunity to determine the given number of replies for an investment of \$100. The business was to continue in the paper at the same rate if the expenditure was justified. As the results of this advertising, by actual count, in three weeks 2,100 replies were received by H. D. Layman, all addressed to 851 Broadway, one coming from the Grand Duke Alexandria, of Russia. connected with our business dealings This amount of mail was from people with customers. I believe that straight particularly interested in his novel circulations sold for cash are the carspecialty, and from every country in dinal necessities of all successful adthe world. Very naturally this busi- vertising "

was about the same. Number was changed from 265 to 267 Broadway, received. As a result from the first investment in this, several hundred dollars have been spent in the Scientific American. This business continued indefinitely the same as in the former case. The Barton Mfg. Co., manufacture Rubber Stamp Vulcanizers, 340 Broadway, New York. This being a specialty, the result was the same, the address having been changed, and the business continued in the Scientific American. In fact, the results were the same in hundreds of cases where the goods manufactured were specialties, and no matter whether they called for general consumption throughout the world, or for specific use in any particular calling-they paid."

"What is the circulation of the Sci-

entific American?"

"About fifty thousand You can consult the newspaper directories.'

"What directories?"

"All the standard directories; you know well enough which ones.

"Then you feel that directories are

to be relied upon?"

"They are certainly to be relied upon, or Geo. P. Rowell & Co. could not offer for many years \$100 reward for any discrepancy that can be detected in their directory and still find few takers."

"Then you think your publication

is properly rated?"

" I do.

"What sort of a statement do you

furnish?"

Mr. Lyman was not very positive on this point, but remembered that the directory gave the figures exceeding 40,000, up to 75,000, and of course must have on file the information on which to base this statement. ' Most all our customers have the American Newspaper Directory in their offices. They all ought to have. I want them to place their business with us on the basis of what we actually are and the results we can actually bring. I don't want any guess work or anything under cover ADDISON ARCHER.

If you subscribe for Printers' Ink at two dollars a year, your subscription will have to come in within six days.

After six days the subscription price will be five dollars a year.

## Six days more!

#### THE EVOLUTION OF PATENT MEDICINE ADVERTISING.

By Oscar Herzberg.

It is a curious fact that in the earlier days of advertising the medicines that were advertised were principally quack remedies, guaranteed to cure with ease all the manifold physical ailments to which humanity is subject. Reading these old advertisements, we are apt to ask why any sickness or death existed in this vale of tears when panaceas were so plenty and withal so cheap! The fact is, the early advertising of medicines was not intended to appeal to recognize better the value of charto the reason or common sense of the masses, but to their excess of credulity and ignorance. So general did this practice become in course of time, that advertised remedies and quack remedies soon became synonymous terms. The reaction came in due season and the panaceas for all sublunary ills gave way to rational remedies, appealing, not to the credulity, but to the common sense of the people. Some writers on advertising still talk of the claims of patent medicines as so greatly taxing one's capacity for belief and so forth, but it is apparent that these have not remarked the evolution through which patent medicine advertising has passed.

This evolution-or, perhaps, should it be called revolution ?-consists in the substitution of reasonable claims, appealing to the common sense of rational people, for the hyperbole that disgraced this branch of advertising less than a century ago. It consists in the manufacturer making an efficacious remedy, and claiming no more for it than it actually deserves. In Mr. Bunner's article on Posters, in a recent number of Scribner's, we are told that one of the pictures used by the earlier medical advertisers consisted of a grandmother throwing away her crutch, as the boy who had been sent to the druggist for some cure-all, entered the door with the embrocation in his hand. The very sight of the bottle had rejuvenated her! No advertiser of to-day could use pictures which impliedly make such preposterous claims. Laughter rather than belief would greet such absurdity.

The patent medicine advertisement of to-day claims simply to do what it people and the very poorest of that actually does do, and it makes these claims in a manner that carries conviction. It supports them by arguments that bear the stamp of truth and that appeal to common sense.

Cure-alls practically do not exist, and the few extravagant claims that are sometimes made for remedies serve but to bring out in strong relief the absence of any general prevalence of the This policy has succeeded in making the advertising of proprietary medicines the most lucrative of advertising ventures. It has given the patent medicine a standing which otherwise it would not enjoy.

#### CHARACTER CIRCULATION.

Every day advertisers are coming acter circulation, and to understand more of the inutility of circulations that are figured according to size rather than quality. Big figures only talk now when considered in conjunction with desirable circulation. tisers have begun to realize that quality and quantity are co-existent in a good medium; that the few who are probable buyers are better than the multitude who are not.

Any sensible man knows that one gold pin is worth twenty brass ones. but it is only recently that the bulk of advertisers have come to appreciate the same idea as applied to newspaper circulations. It has always been the figures-in fact or fiction-that have appealed to the unthinking advertiser. A hundred thousand circulation among poor people was preferred a twenty thousand circulation to among the rich, for what possible reason, beyond the glamor of figures, nobody can imagine. But the inevitable reaction has set in, and it is of very little use talking up big circulations now unless for a publication that has also other claims for consideration.

The papers with the smallest circulation in New York City have the best character circulations, and I think they pay better, in proportion to their cost, than their boastful rivals. dearer the article advertised the more superior are these small circulated papers as mediums, for they are read almost exclusively by well-to-do people, while the papers that run into six figures usually reach only working class. JOHN CHESTER.

> THE constant dropping of the rill Will wear away the rock; The constant placing of an ad Will rid you of your stock.

TISING.

TO THE BUSINESS MANAGER-A SUG-GESTION FOR A NEW YEAR'S GIFT.

The surest way for you to induce the advertisers who use your paper to increase their space-and those who don't use it but ought to, to try it-is to show them exactly how to get the most money out of it.

Of course, the better the results that advertisers get out of your space the more of it they will want and the more others will want it. But if they fill it with a poor kind of advertising they won't get the best results out of it any more than poor farming will raise the

best crops.

If you were selling farm lands which ought to yield a good farmer a hundred dollars an acre yearly profit-but one acre yielded one purchaser only fifty dollars-if you wanted to sell him more land you'd show him how to farm it better. You'd be glad to send him good seed and the advice of practical farmers telling him how to get the most good out of his land—what to put into it and how to care for it. You'd circulate such advice among people who needed your land. Showing them exactly how to make the most money out of it would be the surest way to sell it.

It's the same way with selling your advertising space. Show advertisers how to get the most good out of it and they'll want more and more of its Open their eyes to t e fact that there is a way for them to get better andjump at it. Show them how to fill the space with the most profitable kind

it, both for them and for you.

You can have PRINTERS' INK, the every week to any list of advertisers a copy of PRINTERS' INK. space—if that is easier than paying for

it in cash.

PRINTERS' INK is full of advertising ideas and advice from practical advertisers and business men, who have learned how to get the biggest results out of advertising space. Their advice is certain to make those you send it to better advertisers, and consequently more liberal users of space. They he has the least gumption. will learn how to use your space to the

TO BRING YOU MORE ADVER- best advantage, and they are bound to want more of it.

The late E. C. Allen, the wealthy publisher of Augusta, Maine, who accumulated a great fortune in publishing papers, paid for four thousand subscriptions to PRINTERS' INK, which he sent regularly to advertisers to induce more advertising. He said:

As a publication calculated to educate and develop the advertiser, PRINTERS' INK stands unequaled and unrivaled in this or any other country. Its teaching and influence are continuous on the reader.

The Washington Star, one of the best and most prosperous newspapers in the world, and noted for the immense amount of effective advertising which it carries sends PRINTERS' INK regularly to hundreds of its advertisers. Its managers are shrewd enough to understand that good advertising leads to liberal advertising. They write:

We feel that we are largely indebted to PRINTERS' INK for the very general and in-telligent interest in the art of advertising manifested by Washington business men, and feel that we make a good investment in subscribing to it for them.

The Homestead (Pa.) Local News says:

A copy of PRINTERS' INK, mailed regularly to each of the leading advertisers of the Local News, has contributed more inspiration to its advertising columns during the last six months than all else besides.

The Detroit (Mich.) Angelus, in furnishing PRINTERS' INK to its advertisers gratis every week, says:

We are in the same boat with our customers. Their prosperity is ours; the better they learn the art of advertising, the more ads we will receive.

The truth of this is being proved better results out of it, and they'll every day by hundreds of newspaper publishers who are sending PRINTERS' INK to advertisers with resulting profit of advertising, and you'll be astonished to themselves. And what pays them at the new crop of money there is in will pay you; there's no doubt about that.

You couldn't send out a better adfamous little advertising magazine, sent vertising solicitor for your paper than you wish, and pay for it with your own couldn't make a better investment than to have a copy of PRINTERS' INK go every week into the hands of every advertiser in your paper, and every one whom you hope to get into your paper. You would be putting money into your own pocket.

A man who reads PRINTERS' INK is bound to become a better and more liberal advertiser. He can't help it if

It is all the stronger because it is

written by people who have no interest in your paper. They appeal directly to the advertiser's own interests, and

stir him up accordingly.

Beside the direct returns there's an immense amount of good-will in it for you. And that turns into cash often. When an advertiser sees that you are helping yourself by helping him, that touches him where he lives. If he ever hesitates between your paper and the other fellow's, that subscription to PRINTERS' INK is going to count in your favor.

After Jan. 1, 1896, the subscription price of PRINTERS' INK will be raised to \$5 a year. But, by making arrangements for a list of subscribers now, you may have it sent for as many years as you choose for \$2 a

Glance at the letters shown here, and see how PRINTERS' INK increases the demand for advertising space by showing how to get the biggest value out of it. See how the advertisers themselves feel about it. Notice what a strong hold the little paper takes on them and what a cordial feeling it gives them toward the publisher who sends it to them.

#### WHAT PUBLISHERS SAY.

PRINTERS' INK is the best little-big paper that comes to this office. I never miss a line in it. Have given it to advertisers often, and it has been the means of inducing merchants to spend money themselves.—Free Press,

Osage City, Kan.
Last year we accepted in payment for an ad 20 subscriptions to "P. I." and we consider it one of the best investments we ever made .-

The Poultry Monthly, Albany, N. Y.
Six months ago the Banner paid \$356 in
yearly subscriptions for 178 copies of PRINTEES' INK to be sent to Nashville advertisers, and the marked improvement in the preparation and attractiveness of advertisements in

tion and attractiveness of advertisements in the local newspapers indicates the wisdom of the investment.—Nashville (Tenn.) Banner. We have religiously read every issue of PRINTERS' INK during the past year, and we have concluded that it is something that no live business man could do without, after he has become acquainted with its merits. We have therefore ordered sample copies to be sent at our expense to every merchant and advertiser in our community. - West Indianwe have been sending PRINTERS' INK to

some of our advertising patrons during the

some of our advertising patrons during the past year, to their advantage and our profit, and should like to continue to do so.—South-watern Christian Advocate, Rev. E. W. S. Hammond, D.D.

We think that if the publishers of Portland would unite and have a copy of PRINTERS' INK sent to the principal business men of the city for a year, the advertising space used would be doubled before the year's subscription would entire.—Herald Portland scription would expire,-Herald, Portland,

We truly believe that if our merchants could read this little journal, our paper would have to be enlarged, so great would be the rush for advertising space. - Our Home

Journal, Plaquemine, La.

We wish that every merchant would become a regular reader of PRINTERS' INK, for they would become better and more liberal advertisers, since, by the new ideas and sug-gestions made to them by men who have spent a lifetime in the study and handling of advertising, their advertising would prove more fruitful.—Gazette, Lawrence, Kan.

Each of our regular advertisers will re-ceive Printers' Ink for one year, with our compliments. We have subscribed for several copies of that paper, to be mailed direct to our customers, at a personal cost of two dollars for each subscription.—Saturday

dollars for each subscription.—Saturday Sun, Cresco, Jovas.

We are furnishing our leading business men with a year's subscription to it free, and they are well pleased with it, being productive of new ideas.—Chas. E. Hall, Adv. Mgr. the Dubuque Telegraph, Dubuque, Jovas.

\* \* Several of our advertisers are readers of Pairriess' Ink., and we know that they profit by the points derived from it.—The Evening Star, Cleveland, Ohio.

It is the Great Brain Food for Advertisers.—North Side News, Crecimanti, Ohio.

North Side News, Cincinnati, Ohio. -North Side News, Cincinnaii, Unio.
Our local advertisers manifest a great deal
of interest in Printers' like, and appreciate
the value of its teachings.—Evening Stand-

ard, Leavenworth, Kan.

Every line is readable—full of business.— News, Burlington, N. C.

PRINTERS' INK is in touch with the times;
it means business for you.—Gendale Monitor, Glendale, Ohio.
The advertiser who reads PRINTERS' INK

will not be afflicted with headache and worn in preparing his advertisements.-Herald,

Saxton, Pa.

The contents of each week's issue are the natural fruits of sober business thought .-

Gasette, Alexandria, Va.
Get a dose of it; it is a sure cure for business paralysis.—Sussex Register, Newton,

Any advertising business man will find more than the value of two dollars in each

single number.—Democrat, Sycamore, Ill.
We regard it as the best \$2 worth that
comes to this office.—Indianapolis News,

comes to this ofnee.—Inationappers them, fadianapolis, Ind.

It is worth its weight in gold to both publisher and advertiser.

\*\*One The Seligman, Mo.

I consider PRINTER'S INK the most valuable publication for publishers and advertises. ers in existence, and would not think of running either a newspaper or any business that required advertising without it The point-ers contained in a single issue are worth more than the cost for a year.—The Chester Herald, Chester.

PRINTERS' INK, the highest authority on advertising in the country.—Lawrenceburg

(Ind.) Press.

Have received some valuable ideas from reading it.—Fred A. Gay, The Banker and Tradesman and Massachusetts Law Reporter, Boston.

WHAT ADVERTISERS SAY. To the average business man who knows nothing about advertising, PRINTERS' INK will bring wisdom.—E. W. Ingalls, Lynn, Mass.

It has had a great influence in inducing us to try a little advertising .- Jos. A. Brohul, Japanese Perfume Company, Brooklyn.

Allow me to express my thanks. The present is doubly appreciated, because I now know the value of this little journal.—E. E. (ady, United States Dental Association.

I beg to thank you for sending me this reat help to advertisers. - W. P. Van orest

Winckle Pianos.

This valuable little journal has long been a visitor at our office, and we believe that we fully appreciate the assistance which it renders to advertisers. - Wyckoff, Seamans & Benedict.

Binedici.
I think Printers' Ink worth its weight in gold, and would not be without it at any price—Fred, G. Conrad, Manager.
\*\* I read it from cover to cover.—Frank Harrison, Newark, N. J.
Printers' Ink is a teacher that would be

sadly missed by those who advertise largely. Please continue to send PRINTERS' INK .— A. Lisner, Importer and Retailer of Fancy and Dry Goods.

I must confess it is a great aid in advertising .- Washington Danenhower, Real Estate

and Insurance Broker

NK.—Charles K. Short, St. John, N. B.
Successful advertisers cannot afford to be

without it .- L. D. McMichael, M.D., Chi-

author the cage, III.

It helps me in writing my advertisements. Advertising certainly pays me, and as my husiness increases I advertise the more.—

Chas. E. Barton, Pharmacist, Norwalk, O.

December 18w stands at the head of all

Chas. E. Barton, Pharmacist, Norwalk, O. PRINTERS' INK stands at the head of all advertising journals, and we can't see how any advertiser can get along without it.—
A. R. Hicks & Co. Palmyra N. F. PRINTERS' INK is just such an educator as every one requires. It pays to know how to

week.—T. J. Allen & Co., Deiroit, Mich.
Printers' Ink "fills a long felt want." It

is bound to make its influence felt with the

peneral auvertising, Chicago.
Peneres' Ink is one of the brightest and most helpful publications I receive.—T. Pliny Moran, Advertising Manager Robinson, Parker & Co., Clothiers.

and those

(Pa.) Herald.

PRINTERS' INK is the best thing of the kind in existence. \* \* \*.—John A. Wallace, Secretary and Treasurer Times Publishing in existence.

facturer of soap, candles, soda, etc., Phila-

We find it chock full of interesting matter for us. - Havermale & Rossier, Fine Foot-

house doing any advertising whatever should not be without it.—Henry McShane & Co., McShane Bell Foundry, Baltimore, Md. It is the most thoroughly read paper that comes into our office.—O. W. Russel, Manager Adv. Department the Link-Belt Ma-

chinery Co.

The most excellent manual for advertisers I ever saw.—Edward Gilliam, Reidsville, N.C. PRINTERS' Ink has given me many valuable suggestions.—Roland Woolsey, Trenton, Ont.

If you do not feel able to present all your advertising patrons with a year's subscription, there is no reason in the

world why you should not induce them to subscribe and pay the subscription price over to you.

The best and most successful advertisers in the world contribute their ideas to PRINTERS' INK, and tell what kind of advertising they have found to pay them best.

Men who make a business of writing advertisements show how they prepare

advertising that pays.

Retail advertisers from all over the country tell how they get the most profit out of their local advertising and give samples of their most successful

These ideas and suggestions are practical and right to the point; plain, sensible, money-making hints that In studying the business of advertising I thousands of business men are getting have been materially assisted by PRINTERS' the benefit of all the time. They stimthe benefit of all the time. They stimulate and enthuse those who read them to go and do likewise.

> Here is a neat circular letter which the publishers of the Weekly Times, Orillia (Ontario, Can.), send to advertisers with a present of a yearly sub-

scription to PRINTERS' INK :

#### OFFICE OF THE "WEEKLY TIMES,"

DEAR SIR-I have taken the liberty of ordering mailed to you during the ensuing year (at my own expense) PRINTERS' INK, a journal for advertisers.

If you will kindly examine its pages you will discover that it is a perfect magazine of up-to-date ideas on successful advertising, which every merchant can apply to his own business.

PRINTERS' INK offers bright thoughts. suggests taking phrases. It tells how to catch the public eye. It demonstrates artistic arthe public eye. Of plainly great value to those who make the dead commonplace. It is, in fact, the dead commonplace. It is, in fact, the dead commonplace is the dead commonplace. It is, in fact, the dead commonplace is the dead commonplace. It is, in fact, the dead commonplace is the dead commonplace is the dead commonplace.

effective and paying advertising.
Please greet this little weekly messenger with your critical attention, and it will be sure to awaken an active and profitable in-

terest.

Trusting this enterprise will awaken you afresh to the value and importance of advertising and that evidence of the same will soon manifest itself in the columns of the Times, manifest itself in the second of the second in the second

If you see our proposition in the same light as we do (and we don't see how you can help it; we don't see how you can fail to look at it as a straightforward, sensible, money-making proposition without any holes in it or any drawbacks to it), then please write promptly, stating number of subscriptions wanted to PRINTERS' INK, 10 Spruce St., New York.

THE soapmaker's ad should be well boiled down and exhale the sweet odor of truth.



#### NOTE THE SMILE.

The foregoing advertisement has been the subject of favorable comment in advertising circles. The pose of the two children, the smile on the face of one, the earnest realization of his predicament evinced by the other whose mother did not use Wool Soap, all combine to make an ad that puts one in good humor and in a receptive mood to listen to the advertiser's story. This picture ought to become as famous as the catch-lines "See that hump," or "You touch the button."

There was a young girl on the Niger Who rode, with a smile, on a tiger; When they returned from the ride The girl was inside, And the smile on the face of the tiger.

When merchants see the wisdom of putting as much brain work into their advertisements as they do in buying a bill of goods of a drummer, they will have learned one of the great secrets of business success.—Omaka (Nob.) Commercial Exhibit.

#### THE RETAILER

This is the busiest time of the year for the local advertise. He sets his wits at work devising schemes for shifting dollars from his neighbor's pocket into his own. Nothing is easier than attracting a crowd. Put one of your salestownen in scarlet bloomers and make her stand in a show sindow, and you will have the street blocked in a few minutes. But how many of the gaping multitude will come into the store and spend into the spend into the store and spend into the spend into the spend into

The customer of limited means—and he is the type of a large class of steady buyers large class of state of independent of advertisements. Perhaps the vertisements. store is far from his house, and he does not care to spend time in a wild-goose chase. Give him, therefore, something more than swelling generalities. Get down to details, even if you have to sacrifice many a sonorous adjective. Tell the public simply and concisely what you have to sell and how much you want for it. There is an immense force in conservative statement—we had almost written understate-ment. If mere bluster and exaggeration could sell goods, there would be no problem in advertising at all. But the loudest horns do not make the best music.

Avoid crowding. Do not try to say too much in one advertisement. Let every word be easy to read, and do not weary the eye with two or three styles of type in one line.

Cuts are a great help. Ever since prehistoric artists carved images on horn, man has been a picture-loving animal. But a bad, battered, shabby cut is worse than none. A picture, to be of any great serviæ, should illustrate the peculiar qualities of the goods for sale.

Any paper worth advertising in should have a fair stock of display type. Much the value of an advertisement depends upon mechanical arrangement. A foreman who is tasteful and original is a treasure to his employer and to his employer's customers. Let the most important parts of the advertisement—descriptions and prices—stick out. Little else is worth putting in conspicuous letters.—National Advertiser.

THAT tradesman ne'er is sad or solemn Who keeps his name at top o'column.

THE Staten Island Independent, published at Port Richmond, N. Y., has recently obtained and forwarded the names of six paidin-advance subscribers to PRINTERS' 1816 for the year 1806.

EVERY trade
Is what 'tis made
By advertising well,
Every store
Is known the more
The more its fame you tell

#### ADVERTISING TO THE THEATRICAL PROFESSION.

NEW YORK, Dec. 12, 1895.

Editor of PRINTERS' INK:

In PRINTERS INK of December 10th is a letter from Joseph Banister, regarding ad-vertising articles of general use in theatrical journals. I can say from experience that

spenders.

Nearly two years ago I started a series of ads in the New York Dramatic News, and recently in the Standard, for Morrison, hotographer, of Chicago. At the time the advertising started the studio was doing some theatrical business—as much, perhaps, some theatrical ousiness—as much, pernaps, as any other photographer outside of New York City (which is not saying much). Prior to this period Sarony and Falk, of this city, did probably ninety per cent of the theatrical photographing that was done in America; they are still doing as much as ever, and pos-sibly more, while the Morrison gallery, of Chicago, is doing a larger theatrical business than all other American galleries combined. In this instance it would seem that new

business was created, as the old concerns in the same line have not suffered in any way. I believe the dramatic papers to be among the best mediums published

SAM W. HOKE.

#### PROGRESS.

REV. DR. BACON RECOMMENDS THE "LITTLE SCHOOLMASTER" TO THE ATTENTION OF THEOLOGICAL SEMINARIES.

NORWICH, Conn., Dec. 3, 1895. Editor of PRINTERS' INK:

I had no idea when I began looking at PRINTERS' INK how much profitable enter-

tainment I and my family were going to get out of it. No journal comes to my house that is so sure of prompt reading.

Couldn't you get it introduced into the theological seminaries? I would much like to see Mr. Charles Austin Bates installed in to see Mr. Charles Austin Bates instanted in the chair of pulpit rhetoric. Rhetoric, by the way, is defined by Whately as the art of so speaking as to accomplish the end for which you speak. Yours truly, L. W. BACON.

#### ST. LOUIS CHRISTMAS WINDOWS.

ST. Louis, Dec. 12, 1805.

Editor of PRINTERS' INK :

Crawford's have a pantomime in which Crawford's have a pantomine in which four people portray scenes from Peck's Bad Boy. "Famous" place their reliance upon a clown conjurer dressed in new woman tyle, and a comical little darky who vainly use to emulate the tricks of the clown. Jermod & Jaccards have lately instituted a special bargain window in which cracked or damaged specimens of art ware are shown, with reductions in price. The evident hon-M. D. Macdonald.

#### IN WELLINGTON, KANSAS.

WELLINGTON, Kan., Dec. 6, 1895.

Editor of PRINTERS' INK:

A jeweler here had a large quantity of lithgraphic kittens manufactured. They are made to stand up, and printed on the breast of each is: "You won't get scratched." when you trade with Roser & Co., Jewelers.
C. HARKER RHODES.

#### DELIVERY WAGON ADVERTISING.

BROOKLYN, N. Y., Dec. 11, 1895.

Editor of PRINTERS' INK :

There are several ways in which the delivery wagons may be made to advertise the store. The least expensive and simplest plan is to attach signs to the sides or top, changing them frequently. Attention should be called to special sales or any important store news. to special sales or any important store because it is an excellent plan to have wagons distinctive in shape and color. They attract attention. Liveried drivers help to make the store better known. The money spent in building an odd wagon appropriate to the business is often well spent. In New York City a firm of shoe dealers has a wagon representing a shoe. It is kept bright and clean, and always draws the attention of people. In a New England city a wagon belonging to a laundry represents a wash boiler, the dashboard is a washboard, the lamps on each side are shaped like irons, and the pins. When that wagon goes by people do not have to ask what kind of business it rep-J. FRED WRIGHT. resents.

#### CARING FOR THE BABIES.

BOSTON, Mass., Dec. 12, 1895.

Editor of PRINTERS' INK :

A thoughtful accommodation is provided A thoughtful accommodation is provided a large class of its patrons by a leading dry goods concern in Buffalo. It has a big lobby the darlings wait for their mothers to return, uncared for and unwatched. It seems mothers are loth to leave a baby buggy on the street and of carrying their babies into the stores with them for fear the buggy might be stolen. It appears that a baby detracts so much from the value of a carriage as to make

it not worth stealing.

The Park Theater, at Indianapolis, has an innovation in its "baby room." It is really a play house within a play house. This nursery is provided with hobby horses, swings and toys and is presided over by two matrons, who amuse the children left in their care while the mothers enjoy the matinee. B. B.

#### AN UNDERTAKER'S AD.

CRAMER HILL, N. Y., Dec. 11, 1895.

Editor of PRINTERS' INK:

Respecting the peculiar taste necessary to be displayed in an undertaker's advertise-ment, allow me to present one which appears regularly in the Independent's columns:

#### THERE IS A TIDE

In the affairs of man when certain affairs must be intrusted to others; which should be attended to with sympathetic delicacy. UNDERTAKER. JOHN CRAWFORD,

S. W. WHEELER, Publisher. Resp'y,

#### IN LITTLE ROCK.

LITTLE ROCK, Ark., Dec. 7, 1895.

Editor of PRINTERS' INK :

Mr. George Tilles, State agent for the Mut-ual Life Insurance Company, of N. Y., has a donkey tied to his hitching post, support-ing on both of his sides a placard which bears the inscription: "I don't believe in life insurance, do you?" The inference is plain. FRED W. ALLSOFF.

#### BOSTON BEACONS.

BOSTON, Dec. 18, 1805.

Editor of PRINTERS' INK :

Donnelly, the billposter, has fenced in old istoric Boston Common. This makes a bill historic Boston Common. This makes a bill board 1½ miles long and contains over 100,000 feet of lumber. Donnelly takes his own medicine and advertises well, one of his pet phrases is: "If you read mine, others will phrases is: read thine.

The New York Life Insurance Co. have a monopoly of advertising in our post-office. The building occupies an entire square and

extending around its four sides is a wide cor-ridor. Here are placed numerous writing desks for public use and these are covered every morning with clean blotting pads and small blotters, all with advertisements.

As every one knows who has ever visited the Hub, our main retail streets are not very wide, but if a plan that has been suggested is acted upon the narrowness of one will prove a benison, for it is projected to put a glass arched roof over Washington street along through the retail district, banish the heavy traffic and the innumerable herdics, widen the walk ways and make of it one grand arcade, which with the large and handsome show windows on either side and when brilliantly lighted by electricity at night, would make one of the most imposing sights in the world. BUSY BEE.

#### IN PHILADELPHIA.

PHILADELPHIA, Dec. 11, 1895.

Editor of PRINTERS' INK:

There is no Christmas display in this city, just now, which equals that found in John Wanamaker's. In the central arcade there is a box-like inclosure, which is surrounded by four very large paintings depicting scenes in the Holy Land, beautifully lighted by concealed icnandescents. Over the top of these paintings, and fully two stories in height, is a great canvas, painted blue, through which a hundred stars have been cut. These stars are also transparently lit by incandescents. To crown the whole, the wax figures of twenty-four life-size angels are hung from this imitation sky by invisible cards.

Wanamaker & Brown have placed on the side of their big clothing store a very large painting representing the first journey of the famous Liberty Bell. They give away a pamphlet describing this interesting event. Milton & Company, the clothing house, have in front of their store a large four-sided

blackboard, on which they place their advertisements, changing them each day. ersby cannot but help notice what is said. H. P. BROWN.

#### THE CONVERSATIONAL ADVERTISE-MENT

" Easy writing makes hard reading." The conversational advertisement seems as thou it could be reeled off by the yard, as rapidly as a stenographer could take it down; but woe to the merchant who acts on such a theory ! It is the most difficult thing in the world to be perfestly natural in speech when one sits down to put that speech into formal words. No stuckupness, no vulgarity, no school-teachering, no forced manner, no baby-talk, no straining after effect; but just get down to the ear of your reader, talk to him in the best English you know, in the best form you can use, in the easiest style of good conversationand you have the correct conversational "ad."-Keystone.

#### IN WASHINGTON.

WASHINGTON, D. C., Dec. 16, 1805. Editor of PRINTERS' INK :

The proprietor of a lunch room on F street has caught the public eye by the use of a large race-track poster, showing four horses on the home stretch, with this inscription:

"Great daily races for the tip-top lunch room steaks.

Mr. Banjamin, of Saks & Co., clothiers, at the corner of Market Space and Seventh street, has arranged an interesting window that commands the attention of both young and old. A street scene, with torchlight procession, is presented by dolls, dressed in fancy costumes, marching by, each with a colored incandescent electric light. The figures move on a track in the front of the window and present a changing scene, which holds the gaze of the lookers-on for many

#### MISTAKES IN ADVERTISING.

It is questionable whether even the most successful of advertisers has not made many mistakes in the course of his career. are inevitable, even in the pathway to pro-perity. One cannot even profit by the mis-takes of others, for in seeking to avoid these errors he is apt to commit worse ones.
It may be said, therefore, that some errors

are practically unavoidable, but there are others—the common ones—which may be shunned by the exercise of observation and

judgment.

One of the commonest and costliest mistakes is to advertise something that isn't worth advertising. This is an unpardonable worth advertising. It is an unpardonance and irremediable error, and it is a case where you must "look before you leap" or take the consequences of your fall. Be sure you have something the people want or will buy, otherwise you might as well sink your money in mid ocean.

Another common mistake is for a new and inexperienced advertiser to "go it alone," prepare ads and "select" mediums without prepare aus and "select" meanums without taking advice, and rush into print with a big hurrah, only to collapse in a few weeks or months, minus his capital and plus a bosom months, minus his capital and pinus a dosam full of regrets. Yet in spite of numerous ex-amples of such fiascos, your modern "green" merchant will continue to rush recklessly into a field which the wisest enter with great caution.

And this error is invariably attended by 2 whole string of mistakes. The ads are neither carefully written nor properly set up. The mediums are not chosen with care, nor contracts made with economy. Localities are tracts made with economy.

Later may be amounts which may be spent in each—with a reasonable hope of good returns—sufficiently considered. These are "trifles" that the advertiser generally

considers when it is too late.

Another common error in advertising is to stop if you don't get immediate returns, or because "business is dull," In the first case you are disappointed without reason, for you have not given your ads sufficient time to yield results. Those who look for prompt returns must think that the public is just waiting breathlessly for their ads to appear, and then will make a headlong rush for their store to snap up every article in it as soon as it has read the announcements. Stopping advertising in dull times is equally sensible. You don't seem to reflect that everybody who stops increases the dullness, and that if each one kept right on it would make trade brisker. These are a few common errors that can be avoided. JOHN CHESTER.

#### NOTES.

IT is said that in Joliet, Ill., the newspapers accept a percentage of opera house receipts for advertising plays.

THE San Francisco Examiner will turn the management, editing and general writing of its Christmas edition over to the school

THE following display advertisement appears regularly in a Dawson, N. D., paper: Teeth extracted without pain. Shoes mended while you wait."

The Newspaper West says: " A newspa per man who is too poor to take a helpful paper devoted to newspaper making is too poor to publish a newspaper worthy the

L. PRANG & Co. issue a " Poster Calendar Each month is on a sheet of the for 1896." size of an ordinary magazine poster, prefaced by a cover design containing illustrations by Rhead, the whole loosely joined by a cord.

#### CHICAGO ADVERTISING METHODS.

That the methods adopted by Chicago advertisers are correct and paying ones is proved by the success of the advertisers and their continued use. Naturally, in a city the their continued use. Naturally, in a city the size of this, there are a good many different ways of obtaining publicity through ads, and it would be pretty hard for a beginner to de-cide which one of those in use here to adopt. Marshall Field & Co. are always dignified

in their ads, and I believe they are truthful. In their to-day's ad they say :

"Our prices are always lower than those quoted elsewhere." "Our advertisements are entirely free from exaggeration. stocks, varieties and assortments are im-measurably the best in Chicago." It would not require any argument to convince careful buyers that these statements are truthful, and in the half-page that follows there is a statement of varieties and qualities, with prices, that sounds reasonable and entirely within bounds.

This style of advertising is characteristic of the ones put forth by other big dry goods and bric-a-brac houses, like Schlesinger & & Mayer, Carson, Piric, Scott & Co. and Mandel Bros. All these firms do a very large business, and have first-class reputations for selling high-class goods at good prices, but at prices that are entirely within reason.

There is another class of department store There is another class of department store here which are bargain atores. At these stores may be found goods at almost any price and of any quality. They advertise a certain line of goods at a very low price, and, when the ads are followed up, the discriminating buyer finds that the articles advertised. tised are there, but of a quality that makes their purchase a matter doubtful economy. Then the polite saleswoman—and they are Then the polite saleswoman—and they are all polite—is ready to show you a higher-priced article at a higher price, and, if the shopper will stop to look, she will find that she can buy just as high-class articles there as in any other place. I think this class of stores do business in an absolutely honest fashion, for they never claim that the barrains they advertise are the best goods in the gains they advertise are the best goods in the ads, and readily admit that they are not when the shopper asks any questions con-cerning them. They have the goods at a price, as advertised, but do not make any false claims for them in any way, except to say in their ads that their prices cannot be duplicated, when the fact is that they can in

any other store of the same kind in town These people advertise to get the crowd in their store, and then take chances of selling the goods advertised, or something better. On Barnum's principle, that if he could get the people to his show by any means, he would give them the worth of their money, these stores advertise to catch the bargain hunter's eye, and then try to give them good value at whatever price they pay for what they take.

There are other stores here which are fakes pure and simple. Going along the street the other day, I saw a certain line of plaid dress goods displayed at ten cents a yard, which was a genuine bargain. Further up the was a genume bargain. Further up the street I saw a piece exactly like it, piled in front of a big store, marked, "5 cents to-day." At the door a young man stood, and as I passed he said: "This is the last day for us, as our lease expires." I went in, out of curiosity, to see the big crowd, and I found the counter where the plaids were crowded with ladies, but the sales girls were not try-ing to wait on them. While I stood there, I was approached by two or three of these girls and asked to look at some of the articles man is interested in, but refused to buy. While I stood there, I heard one clerk say to another: "Why don't you get a move on The old man has put some plaids out, marked 5 cents, and is getting them in here, and he expects us to get something out of the crowd." This showed me that that store was a fake, and as it is here yet, I presume it is no better now.

One clothing advertiser invariably begins his ads with some moral reflections that often

come very near being epigrams.

I quote a few from to-day's papers:

"Men of bad reputation are seldom as bad as they seem.

Reputation is not character "

"More than a thousand innocent men are imprisoned in Chicago every year."
"Men have been hanged in Chicago simply

for the reputation forced on them."

Then follows: "The most clothing houses have made mistakes, too. They have overloaded themselves at boom prices, and now some of them are forced to quit business.

"The Nonesuch makes no mistakes," etc. All the argument to prove that because they have not made a mistake they can now buy cheaper and sell cheaper than others. other firm has come out with alarming frankness, and states that it does not offer goods below cost at any time of the year, and gets just as good a profit during the holiday as at any other time. This is no doubt true and the telling of it deserves its reward, though I have a suspicion that the man who claims to sell closer than any one else does or can, will get the trade of the hunters after cheap bargains.

MILLER PURVIS.

#### THE CORRECT JUDGMENT.

There is a grave question in the minds of newspaper publishers of the honesty of purchasing news from persons who undoubtedly have broken faith with their employers to obtain it, or who have stolen it from those who wished to keep it a secret .- The Outlook.

The question cannot be a grave one in the mind of any honorable newspaper. is but one judgment in the case. An honorable newspaper cannot be a receiver of stolen goods, knowing that they were stolen, nor can it encourage persons to break faith with their employers, by paying them to do so .-New York Sun.

#### NEW YORK NEWSPAPER POSTERS.

There is an interesting competition among the New York dailies in the matter of billboard advertising. For some years the World has utilized circular boards on the elevated railroad stations announcing the value of its want columns, and latterly the features of the

succeeding Sunday's issue

Next the Sum took up the same line of advertising. Through this means its "if you see it in the Sum it's so" became familiar to Gothamites who had not knowledge of the fact from practical examination of the paper. Then "art" posters of the Aubrey Beardsley type made themselves conspicuous in the ww's interest. The picture of a sky-blue female walking up a scarlet pathway burnt itself into the brain like one of Edgar Saltus' "purple moments." This has been followed by others less "decadent" but equally admirable.

Then the Times began putting out posters. It contents itself, as a rule, with announcing Sunday features in a conservative manner.

The last appearance on the bill-boards of the elevated railroad is the Tribune, whose terra-cotta representation of a Roman tribune is at once appropriate, artistic and attractive. The Yournal, profiting by a knowledge of

the work of its contemporaries in the same field, has attempted to go them all one better. Its projectors have, perhaps, "builded better than they knew." Large posters cover the hoardings all over the city. These posters hoardings all over the city. These posters have a myrtle-green background on which the words The Morning Journal stand out in white letters outlined in red. "A modern newspaper at a modern price" runs along the bottom of the poster, aid: "All the news for one cent" occupies the left side of it. "One cent" is expressed by a beautifully designed adaptation of a copper cent of large size in bronze ink.

This sign in its simplicity is a model of excellence. Less ambitious in its artistic aims than those of the Sun and Tribune, it

strikes the attention aggressively.

In addition to this sign, the Journal is using a smaller poster, on which are represented two arms, terminating in gloved hands. One of these hands is holding a newly-bought Journal, while the other is dropping a cent into the ungloved hand of the newsdealer, of whom the arm alone is also shown in the drawwhom the arm actors is another that the four-mal is read by the class that wears gloves, and that its price is one cent. In fact, this poster is an inspiration, telling its story at a glance. It is evident that form the public of the fact.—Newspaper

#### INSTEAD OF POSTAGE STAMPS.

A novel system of paying postage on letters, a so-called "postage adder," has been accepted by the German authorities. new apparatus is intended to save labor and time to such firms or individuals as have a large correspondence. It will do away with their using postage stamps, and enable them to pay for their postage according to the figures registered by the apparatus.

This apparatus, in the shape of a box, is not very large, and bears in the front several dials, arranged like those of a gas meter, showing units, tens, hundreds, etc.; under-neath the dials there are six push buttons, each of which bears a figure corresponding with the values of the postage stamps princi-

pally in use, viz.: 3, to, 20, 25 and 50 pfennigs. A long, narrow slot is provided will admit the letters to be stamped. W the box and just over the slot there is a steel die, representing a characteristic symbol; in this case, the arms of Germany, with the in-scription, "Deutsche Reichspost," as well as an unchangeable number, which is the registered number of the apparatus. Below this are a stamp giving the date and hour, and a wheel containing dies for the various values, fastened in such a way that the six push buttons control the wheel bearing the figure-dies, while the clockwork regulating the day and time is accessible only to the postal clerk who comes to inspect the apparatus once a week. If a number of letters are to be postmarked, they are placed one by one into the slot, and a pressure upon the knob on the top of the apparatus will stamp the necessary amount upon the envelope with indelible ink. The stamping of an envelope takes less than two seconds, so that, with some practice, it is possible to postmark about two thousand letters per hour with about two thousand letters per nour win this little apparatus. A further advantage of this system is that it is not necessary to cancel this postmark at the post-office.— Philade/phia Record.

#### TRADE-MARKS AND TRADE-NAMES.

A trade-mark is a symbol arbitrarily selected by a manufacturer or dealer and attached to his wares to indicate that they are his wares. In selecting such a device he must avoid words merely descriptive of the article or its qualities, or such as have become so by use in connection with articles of com-merce. He must also avoid words, such as geographical names, which are descriptive of the local origin of the goods, if other persons have the right to deal in goods of a similar origin. When it has become generally known in the trade that this symbol or word has been taken by one dealer or manufacturer to indicate his goods, he acquires a title to it for that purpose, and no one else can use it. even innocently.

A trade-name is of a different character. It is descriptive of the manufacturer or deal er himself as much as his own name is, and frequently, like the names of business corporations, includes the name of the place where the business is located. If attached to goods, it is designed to say plainly what a trade-mark only indicates by association and use. The employment of such a name is subject to the same rules which apply to the use of one's own name of birth or baptism. Two persons may bear the same name, and each may use it in his business, but not so as to deceive the public and induce customers to mistake one for the other. The use of one's own name is unlawful if exercised fraudulently to attract custom from another bearer of it.

Trade-marks, properly so called, may be violated by accident or ignorance. The law protects them, nevertheless, as property. Names which are not trade-marks, strictly speaking, may be protected likewise, if they are taken with fraudulent intention, and if they are so used as to be likely to effect such intention.- Exchange.

ADVERTISING is the soul of business. that which meets the public before the public meets the goods, and if it fails to make a good impression the goods will never have a chance. - American Druggist and Pharmaceutical Record.

#### WITH BRITISH ADVERTISERS.

By Henry Cowen,

The number of proprietary medicines on the British market hailing from the United States is legion, and, as the number is contiqually being increased, I think it advisable to throw out a hint respecting those medicines which contain poisons—and what cough remedy does not? We have a society over here, yelept the Pharmaceutical Society of Great Britain, under whose rules and regulations all druggists are registered, and they alone are entitled to retail medicines containing poisons, this "privilege" having been hestowed by a special act of Parliament.

Now, it is a well-known fact that patent medicines are sold more extensively by de-partment stores, and such like, than by druggists, the latter, as a rule, planting two bot-tles on the counter, with the threadbare re-mark: "We make this ourselves; we know what is in it; it costs half as much as the advertised article," and, being a reputable merchant, the druggist, in a fair percentage of instances, succeeds in selling his own production, and the beggarly "quarter dozen" duction, and the beggarty "quarter dozen" of the advertised goods remains intact on his shelf, but he is obliged to keep this quantity, as there are folks who obtain what they demand.

What I wish to say is, that the above mentioned society has commenced to assert its rights, and numerous prosecutions are taking place, usually against grocery houses, for selling medicines containing scheduled poiselling medicines containing senerative por-sons, without being duly qualified pharma-cists. It will, therefore, be seen that it is absolutely necessary for American firms pro-posing to place their goods on these markets, to make themselves thoroughly acquainted with the working of the act referred to, so as not to prejudice their chances of success, and any fair pharmaceutist will be able to make his compound quite as effective by replacing the poisonous element.

Many people deprecate the custom of making a play upon words forming part of a making a play upon words forming part of a trade announcement, but, in some cases, it serves to impress upon the memory of would-be patrons the special virtues of the article advertised. An enormously successful medicament over here and which is most extensively advertised, is Elliman's Embrocation. The latest of their ads for the winter months intimates that "Elliman's eliminates pain." Another (said to be successful) ad is that pertaining to Hinde's hair pins, which says: "A hair pin without points has good points! See the point ?"

The 'bus companies over here are deter-mined to work the possibilities of their advertising to the utmost. The latest thing which has been introduced with the object of rendering announcements in their property more attractive consists of a tablet inside a frame just above the board which gives the rate. Each time the driver applies the brake, a fresh ad appears.

#### ADVERTISING SERMONS.

We cannot see any objection to the practice of advertising sermons in advance of their delivery. In this case the advertisement serves the same purpose as the ringing of the church bell, but it has an advantage over the bell, in that it may let people know the subject of the sermon, and thus attract their interest.—N. Y. Sun.

#### HOW TO WRITE AN AD.

First have something to say, then say it. Talk of one thing at a time. Two articles may be equally worthy, but you can't claim attention for both at once. One article well advertised is better than two articles half advertised

Don't repeat ideas. Be short-direct-pointed. Smooth, flat ads are as easy to forget and as hard to pay attention to as dry sermons on a sleepy summer Sunday. Put

in points-sharp ones.

An article for sale has but three points of interest for the public—how good it is, the price, and where to get it; points cold and unromantic, but full of business. Present facts about the thing you sell—give reasons why the price is a fair one, and if you do it correctly the smallest kind of type for your name and address will not hide them from

the interested reader.

Put a good heading on your ad; make it bold and concise. The heading should always have some connection with the article advertised. Don't have too much reading matter; short and to the point. Cut out all words that are not essential to direct mean-Short, crisp sentences are the kind that

Avoid generalities. Particularize. special mention of a special article with spespecial price, and the attributes most likely to sell it. Arrange facts in logical order, so that when the reader has finished he is convinced that he needs the article and had bet-ter buy it of you. There is nothing from cheese to broadcloth that cannot be effectively advertised in this space-saving style. Business, Canada.

#### DO WHAT YOU SAY.

Any one who has lived a few decades in this world has learned that confidence is a product of slow growth. Nowhere is confidence more necessary to success than in the advertising world, and nowhere, we sometimes think, are weaker methods adopted to inspire this confidence.

It is one thing to make a statement in an advertisement, promising certain things to the public, and an entirely different matter to back up this statement by the acts and mer-chandise of the store. Every one will be the gainer when all learn that honesty is the best policy—certainly in advertising. It pays tenfold over to back up every statement con-tained in an advertisement. Advertisers who pursue this method do little growling about advertising not paying .- Business.

#### JUDGMENT IN PLACING ADVERTISING.

All advertising does not pay because all advertising is not placed where it can be made to pay. Business men who are shrewd to buy goods that they feel confident will sell are not equally shrewd in placing their advertising where they are going to hit the kind of people to whom they expect to sell their goods.-Business, Canada.

#### RETICENT.

Stoker-Noddles keeps his business to himself, doesn't he?

Joker-Well, yes. He never advertises it.

ADVERTISING is a business. Whatever applies to business applies to advertising. Every business axiom is an advertising axiom. Every business principle is an advertising principle. -Results.

## Good Advertising

The name of my forthcoming book is "Good Advertising." It is to appear about February I. There will be between 700 and 800 pages, and about 170 chapters, each devoted to some different phase or problem or subject relating to advertising. What I have written is the best I have been able to learn in ten years experience with advertisers the world over, of every kind, condition and degree. I believe I have covered every question that arises in the minds of business men in connection with advertising. I have told how some men succeed, and pointed out why others have failed. There are chapters devoted to every retail line I could think of. Perhaps half the book is devoted to retailers—the other half to the hundred and one different kinds of advertising.

### The Book's Circulation.

I firmly believe that more than 10,000 copies can be sold in a short time. I expect to spend a large sum of money advertising my book. I expect to do the best advertising it know anything about in pushing its sale. I have absolute fauth in its practicability. I believe it is worth to any business man ten times what it costs. With these facts back of it, I know I can sell more copies than I promise to my advertisers. If the total is twice 10,000 within the year, I shall not be surprised.

There will be a number of paid advertisements inserted in my book. I constitute them as interesting and important as the reading matter. No ad will be printed unless it contains information of value and interest to advertisers and business men. These ads will have the best possible positions. They will be inserted among the pages of reading matter.

### Advertisements Wanted.

The number of such ads will be limited. Perhaps half the space is now sold. I want to sell the other half. The price is \$100 a page. I shall be glad to get orders from those who have things to sell that will be of interest to those who read the book. Publishers can in this way get a permanent audience, and the same can be said of anybody else who wants to reach advertisers and business men.

### Three Offers.

(1) Send me \$5 NOW, and when the book is issued I will send you a copy. For the advance payment I will give as a premium a six months' subscription to Prainters' Ink and a three months' subscription to Brains, the paper devoted to retail advertising. This means \$8.50 for \$5.

(2) Send me an order now for a copy of my book, to be delivered and paid for when issued, and I will give you a coupon for a six months' subscription to Phintens' lnk, or a three months' subscription to Brains. You can take whichever you like best.

(3) Send me an order after Feb. 1, together with \$5, and you will receive the book alone. No premiums after that date.

## Charles Austin Bates,

1413, 1414, 1415 Vanderbilt Bldg., N. Y.

Plans, Advice, Writing and Illustrating for Advertisers.

### ELECTRICITY IN ADVERTISING. By Gerald Deane.

Some novel and attractive advertising is

now being done by the aid of electricity.
In the larger cities may be seen nightly an electrical contrivance at work known as the search-light, that is powerful enough to throw an advertisement of a word or two from the roof of a high building into the clouds or for blocks up and down the streets, flashing its phantom-like message on the pavements, then against the foliage in the parks, and then again into the sky, and so intense is its radiating power that the ad may be read for miles around.

Signs are now constructed to be illuminated at night with this potent power. The New York Times has just placed one over the Printing House Square entrance that is composed of over 250 jets. The combination is striking and almost startling to behold. The most effective of these electrical displays in sign work are those made with vari-colored "bulbs," and especially where the current is arranged so as to alternately turn off and on

the different colors.

An elaborate electrical attraction is now on exhibition in Buffalo, occupying three large show windows, with nearly 75 feet of frontage. It shows with wonderful realism a waste of hundreds of miles of the frozen North, with Lieut. Peary's expedition as the central feature, all so truthfully portrayed that one only needs the chilly air of a winter night to fancy they are in the solitary region of eternal ice. There are fields and floes of cic, with several hundred miniature figures representing Esquimaux with their dogs and siedges, polar bears and walruses, with the explorers leaving their vessel, which lies undulating upon the open sea in which she is moored. By day this is all very interesting to look upon, but at night it is made the more impressive by the effective use of electricity. Now the snow and mountains of ice glisten in the unclouded sua of the Polar day; again, they are weird in the blue of the Arctic night, then aflame with the ruddy glow of the glorious aurora borealis. Five electric motors are required for the dioramic and ill-luminating effects.

#### ADVERTISING THAT DOESN'T ADVER-

There are lots of it—more than you would suppose, considering that all advertising costs money. It seems strange that men of supposed business training will be guilty of putting out matter that contains no information whatever about their goods, where they can be had, what the cost is, and other really necessary knowledge. But you will find in the newspapers and magazines plenty of advertising that doesn't advertise at all.

And sometimes, indeed often, you will find advertising placed where it can't advertise—hidden away on a wall or fence where it is not seen by half a dozen people a day, posters in out of the way places, circulars and booklets dumped by the dozen down cellar grates and in ash barrels—all of it sheer

The leakages and losses from mismanaged advertising must be enormous—but will it neven be known how much money is wasted in this way? Nobody seems to care above it. The nem most interested—the advertiser—only laughs if you tell him of it and answers, "Well, there's bound to be some leakswers,"

ages in every business, you know." He does not reflect that he is the best business man who by his careful methods reduces such leakages to a minimum. He does not care to inquire how large the losses are and how they may be reduced. Many a business is losing fully ten per cent of its profits in this way—carelessness, recklessness in advertising! What a difference is that ten per cent in the gross receipts at the end of a year!

The least pardonable of these instances of carelessness is in the preparation of the ads. Whatever point is made in each advertisement, all necessary information should be in every one, or it is useless. The placing of ads it is not always possible to personally supervise—that is why a good agent's services are so valuable—but the wording of the ads can and should be carefully scrutinized by the firm—before it puts out advertising that doesn't advertise. John C. Gramam.

"THERE'S many a slip
'Twist the cup and the lip,"
And many a man enterprising
Has failed in his store
'Cause he didn't give more
Attention to his advertising.

#### Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

THE YANK, Boston, Mass., 100,000 monthly, wants ads.

DOSITION as paragrapher or funny man. Address " P. P.," care Printers' Ink.

L E FIGARO, Biddeford, Me., wants advertisements. Original French monthly.

FOREMAN wants to change position; daily or weekly. Al references, "L.," Printers' lnk.

DIANOS to trade for advertising. Address.

PIANOS to trade for advertising. Address, with rate card, HIBBARD BROS., 43 Van Buren St., Chicago, Ill.

W ISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at 20 cents a line for 25,000 circulation, guaranteed.

SEE what PRINTERS' INK says about me on page 552. I want to represent your paper in New York. H. FRANK WINCHESTER, 10 Struce St., New York.

HAVE a new kind of a padding glue—the best thing of the kind ever compounded. Will send the recipe for a quarter. "FOREMAN," Drawer A, Vevay, Ind.

WANTED—By man of all-round experience in newspaper work, position on daily or weekly as editor, business manager or foreman. Address "ELK," care Printers' Ink.

A HUSTLER, 30, with metropolitan experience, desires permanent connection with leading daily outside New York, where merit will be appreciated. "B.," care Printers' Ink.

STENOGRAPHER, typewriter, linguist, French, Germ., Ital., Span., Russ., wants a position as secretary or assistant to editors or publishers. "WRITER," 70 W. Fiftieth 8t., New York.

A CCOUNTANT and correspondent, young, honest, experienced, late with largest advertisers, will be open for engagement January 1. Highest references. "M.," care Printers' Ink.

DOSTAL Cards Redeemed—Uncle Sam will not redeem printed, but not used, postal cards, I will. Send sample, state quantity, and I will quote price. W. S. PARKER, 152 Monroe St.,

\$100 IN cash prizes for the best advertisements of our wash embroidery silks. Full particulars on application. Address THE BRAINERD & ARMSTRONG CO., Union St., New London. Conn.

A SINGLE col. half-tone, \$1. Line portraits, \$1. Work first class. Send for catalogue to BUCHER ENGICAVING CO., Columbus, O.

WANTED—A man with some capital and lifelong experience in newspaper business is looking for a chance to buy all or part of good paying daily. Give full particulars. Address "Q.Z.," eare Printers' Ink.

STEREOTYPES for newspaper advertisements. Our light-weight, solid metal, type high plates have been in satisfactory use 30 years. We also make solid base, with exchangeable thin plates. Get our prices if you want in quantities. S. M. BOYD, Middletown, N. Y.

WANTED—An artist, fertile in ideas, able to do good outline work and lettering, and who has had experience in lilustrating advertisements. Address, stating salary wanted, together with samples of work, ART DEPARTMENT PRINTERS INK, 10 Spruce St., New York.

To ad writers or would be ad writers—I want a young man who can write plain English to help me in my work. I want one who doesn't know it all, and would consider the opportunity of learning a partial equivalent to this services. Address, stating terms expected and with a sample of work, "Z. Z. h.," care Printers' link.

START the new year right by engaging a New York representative, who by experience and reputation is qualified to thoroughly look after your advertising interests. Right methods will win business in this line as in others. The cream one knows how to get it. "I know how"—that's my business. Do you want to communicate with met Address "WELL KNOWN," care Printers' Ink.

#### NEWSPAPER INSURANCE.

THE YANK, Boston, Mass., wards off business death. 100,000 monthly.

#### MAILING MACHINES.

THE Matchless Mailer, best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

#### ELECTROTYPES.

W E make the best interchangeable plate and base on the market. Also the lightest all metal back electro. THE E. B. SHELDON CO., New Haven, Com.

#### WINDOW DRESSING.

HARMAN, the window trimmer, issues monthly a publication on "Window Dressing" for every line. Third year. Trial copy 25 cents. 125 S. Clark St., Chicago.

#### SPECIAL WRITING.

DEGIN 1896 with bright, confidential "ed. copy." It pays. Politics to suit. Booklet and "polnts "sent editors and publishers only. G. T. HAMMOND, Newport, R. I.

#### PRESSWORK.

IF you have a long run of presswork it will pay you to consult us. Largest press-room in the city. Best of work. Most reasonable prices. FERRIS BROS., 324-330 Pearl St., N. Y.

#### BOOKS.

OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 312 North 7th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 centa. Address PRINTERS' INK, 10 Spruce St., New York.

#### BILLPOSTING AND DISTRIBUTING.

P. PRINTZ, distributor of advertising matter, 730 9th St., N. E., Washington, D. C.

WE want to talk to you. No trouble to answer questions. BUS. AD. CO., 418 5th St., N. E., Washington, D. C.

#### ADVERTISING AGENCIES.

STANLEY DAY, New Market, N. J. ADVERTISE BE'S GUIDE, 25c. a year. Sample mailed free.

A NY responsible advertising agency will guarantee the circulation of the WISCONSIN AGRICULTURIST, Racine Wis., to be 25,000.

I you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

#### AMATEUR SPORT.

THE GOLFER is an illustrated monthly devolled to the game of golf. This magnzine has the highest class circulation in America. We invite comparison with any publication wherever published. We refer, without permission, tour published, We refer, without permission, tour published, We refer, without permission, tour of them, in regard to whether advartising in Yui GOLFER is a paying investment. Address all communications to THE GOLFER, 234-236 Congres St., Boston.

#### MISCELLANEOUS.

In her Post-Intelligencer Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in Wisconsin, Established 1877.

I F you do, or ever intend to use cuts, you should know of our work and our prices. Write for samples. CHICAGO PHOTO ENG. CO., 79 5th Ave., Chicago.

#### PRINTERS.

VAN BIBBER'S Printers' Rollers.

1,000 LINEN typewriter letter-heads, 8 gxll, N. Y. \$1.75. WILCOX, the Printer, Milford,

\$1.25 BUYS 1,000 No. 6 bill-heads, printed to printer, Madison, Me.

THE LOTUS PRESS (Artistic Printers), 146 W., 23d St., N. Y. City. (See adv. under "Advertisement Constructors.")

1,000 NOTE heads printed, \$1.45; 5,000, \$6. business cards, same price; cash. Write for smples. SMITH & MILWARD, Buffalo, N. Y.

## ILLUSTRATORS AND ILLUSTRATIONS. H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

Make your own advertising, illustrating, onbossing plates. Engraved in one minute. No etching. Particulars for stamp. HENLY KAHRS, 30 East 33d St. New York.

HANDSOME illustrations and initials for magazines, weeklies and general printing. \*\*
per inch. Sample pages for \$c. stamp. AMERICAN ILLUSTRATING CO., Newark, N. J.

A CHRISTMAS number of any special edition calls for cuts. We can save you money. Mr. Publisher, and there is no better work than ours CHICAGO PHOTO ENG. CO., 795th Ave., Chicago.

DUSINESS will pick up if you push it along.

Put more life in your ads. A little sketch
will help: 80 cente for a good one. Write about
it. R. L. WILLIAMS, 83 L. & T. Bldg., Wash. D. C.

MAKE your own cuts. We have a process by which you can make your own cuts in a few minutest time at less than Se, per cut. You can make any kind of a sine cut, whether an artist of cot. Hundreds of publishers, printers and silvertisers now using it with great success have permission to refer to the editor of Pastrand Lark. Send stamp for samples and particulars. ZINO PROCESS OU., Goshen, Ind.

#### PAPER.

M. PLUMMER & CO. furnish the paper for this magnatine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

#### MERCANTILE LAW.

CAVANAGH & THOMAS, Omaha, Nebraska, lawyers and adjusters. Collections of jobbers handled anywhere in lowa or Nebraska with success; 2,000 of the leading Eastern jobbers examine our reports every week. Are recommended by all recedit muss the best system (v. é. J. Stoane, New York City.

#### ADDRESSES AND ADDRESSING.

LEITERS for sale or rent. Cash paid for all lines of fresh letters. Write for lists and prices. H. C. RUPE, South Bend, Ind.

I RESH list of 20,000 brides—all married within last three months. Guaranteed reliable. \$2.50 per 1,000. E. E. STEVENS, Galena, Kans.

CASH buys 2.500 addresses of Harrison Co.
tax payers; leading agricultural county of
Ohio. Send orders to A. B. LACEY, Cadix, Ohio.

CARDS, wrappers and envelopes addressed to Jading advertisers, \$3 per 1,000. Will X for space. TOWNSEND, 408 E. 22d, Minneapolis, Minn.

WHAT am I offered, cash, for 150,000 letters (88,000 of 1888, and 88,000 of 1889, and 88,000 of 1894), respectively. The state of 189 and 189 of 189 and 189 of 189 and 189 of 18

#### FOR SALE.

-LINE advertisement, 41. WISCONSIN AGRI-CULTURIST, Racine, Wis.

GOOD Potter country press, 32x46. Address COURIER, Fond du Lac, Wis.

S BUYS 4 lines. 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

| OR SALE—Al daily paper, \$4,000. Bargain for pemocrat, % cash. "TODD," care Printers' lnk. | Dall Y and weekly, town 10,000, largest circulation and ad patronage, \$3,00. "X. Y. Z.," care Printers' lnk.

care Printers' Ink.

64 I N her Post-INTELLIGENCER Seattle has one of the four great papers of the Pacific Const."—Harper's Weekly.

POR SALE-If you mean business write me for a live Pennsylvania paper and Job office.

Address "G. T.," care Printers' lnk.

PARE opportunity. For full information of an investment in the newspaper business, of \$2.000, which will net \$10,000 annually, address "Z. Y.," care Frinters Ink.

\$1.50 for best single column half-tone portrait. Other work as cheap in proportion, Designs furnished for advertisement illustration. CHICAGO PHOTO ENG. CO., 79 5th Ave., Chicago.

OR SALE—The Mohawk Valley Redistre, established in 1828, located at Fort Plain, N. Y.
The lest newspaper and job office in Central N.
Y. For particulars address J. D. BECKWITH,
Fort Plain, N. Y.

FOR SALE—Half interest in a paying daily and weekly in Western Pennsylvania. Sickness and death in family cause of selling. Less than S.500 takes it. Big bargain, if sold at once. "W. A. E.," care Frinters Ink.

POR SALE—The best paying daily and weekly puper and job office in prosperous Illinois city. Shows earnings of 40 per cent on price it will be sold at, if taken before Jan. 1, 1886. Address '1,18,2' care Lord & Thomas, Chicago.

17.75

C.

[NVE thousand dollars buys complete job printing, newspaper and bookbindery plant, intelligence #45,690 on cash basis, two no \$3,000, in indiana. Terms part cash, balance time; paylo business 32 years standing; must sell on account lung trouble. Invoice furnished. Address, "H.1," care Printers' ink.

#### ADVERTISING NOVELTIES.

THE publisher of the Grand Opera House Programme, Salt Lake City, Utah, wants season ads. 2,500 issued every week. Send for copy.

PUSH Tom Reed! Ename! Lapel Buttons of the coming President. Write for prices. Special designs made up. E. L. SMITH, Codman Building, Boston, Mass.

DADS-Pencil pads for memorandums-any size to order-7c. lb. Embossed catalogues a specialty Send for one. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

Fold the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

FOR PREMIUMS to give customers of retail stores nothing equals our Standard Novels, by famous authors, printed with your own special advertising on every page. Send for sample and prices. OPTIMUS CO., 3I Rose 8t. N. Y.

M AZZAROTH—The wonderful number and circle of time. Beautiful picture \$5.23 inches; it colors illustrating the finding of Keden and the Tree of Life. By mail 50 cents. \$100 reward for best explanation. J. M. BiGGS, Louisville, Ky., Bist 548.

#### ADVERTISING MEDIA.

HE YANK, Boston, Mass., 100,000 monthly.

FOR the seacoast towns of Maine—the only daily—Rockland, Maine, Daily STAR.

S HOE TRADE JOURNAL, Chicago, always secures business for advertisers. Try it.

DETROIT COURIER, the farm and village, society and home paper. Holds the confidence of its readers.

I F you advertise in Ohio you will get results. For particulars address H. D. LA COSTE, 38 Park Row, New York.

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

the paper for one year.

66 I N her Post INTELLIGENCER Seattle has one
I of the four great papers of the Pacific
Coast."—Harper's Weekly.

H. D. LA COSTE, 38 Park Row, New York. Special newspaper representative. I offer advertisers papers that bring results.

100,000 LAWYERS in U. S.-1 in 5 are successful - 20,000 reached by ter, N. Y. Address "CO-OPS," Roches

OUR 10,000 audience monthly brings big results. All mail buyers and habitual money senders. 10 cents a line. Write us about it. AMERICAN HOME JOURNAL, Easton, Pa.

BILLBOARD ADVERTISING reaches nearly every billiposter, distributor, sign writer, poster printer and fair in the U. S. and Canada m'thly. Sub'n \$1 per yr. Sc. line. Cincinnati,O.

A RE you advertising in Ohio! We invite your attention to the Dayton Morning Tries, circulation to the Dayton Morning Tries, circulation to the Dayton Morning Tries, circulation to the Dayton Morning to the New Action 1998 of the

B RAINS, a weekly journal for advertisers. It contains photographic reproductions of the best restail advertisements to be found in the various publications of the English-speaking world. tions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of Balans free. Advertising reading and the productions of the production of the

I N all America there are only eight semi-monthlies which have so large a circulation as the WISCONSIN AGRICULTUREST, Racine, Wis.

GOOD HOUSEKEEPING, Springfield, Mass.

desires good and appropriate "ads," because it gives first-class service and the fact that it appeals to the very best class of American housekeepers, who are really the buying class.

It is an axiom that "woman's taste and good judgment unlocks the pocket book for all home needs." She guides the family expenses and purchases nearly all the good things for comfort and adorament. Hence reach her through Good Homestary 1986.

Published monthly by Clark W. Bryan Co.

Address communications about advertising to
H. P. HUBBARD, 33 Trues Bidg., N. Y.

ADVERTISEMENT CONSTRUCTORS.

A D RETAILER Send your address to OCTA-VUS COHEN, P. O. Box 88, New York.

A DS-Terse, truthful, incisive, convincing. W. N. WESTON, 910 G St., N. W., Wash., D. C.

SEID data and \$2 money order for six taking ads; \$30. or eighty ads. GEO. W. MARSTON. Portsmouth, N. H. PLANS, advice and ad writing. Ten years' experience. LUKE LUCAS, \$25 Cherokee St.,

perience. LUKE LUCAS, 423 Cherokee St., Leavenworth, Kan.

"HE only writer of exclusively medical and

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING South Bend, Ind.

A DVERTISEMENTS attractively displayed and

A DVERTISEMENTS attractively displayed and electrotypes furnished. Wm. JOHNSTON, Printers Ink Press, 10 Spruce St., New York.

A BOSTON house says: "You are a master of

A bound in the same of the sam

with stamp, CLIFTON WADY, Niles Bldg, Boston.

A DS that tell the advantage of using an article
make it sell. I write knowingly of food and
beverage products. SOL. NEUMANN, San Bernardino, Cal.

JED SCARBORO, 48 Arbuckle Bidg., Brooklyn, N. Y., prepares original and effective advertising matter for every branch of business. Office hours, 9 to 4. Call or write.

MY first ads brought lots of orders. Offer still open. Five catchy space-savers, \$2. Two-cent stamp and full particulars bring the ads. You pay on acceptance. W. S. HAMBURGER, \$11 Fairmount Ave., Philadelphia, Pa.

DREPARING advertising matter is my sole occupation. Call and see me any day-from 10 to 15 if you wish to be sure to find me in. Write any time. If you want my booklet send be. R. L. CURRAN, Room 1917, 150 Nassau St.,

l'Off sale, in a village near New York of about 19,000 inhabitants, a complete newspaper and 50 office. The newspaper is nearly thirty years old. This is a first-class epoprumity for a bright man. Terms easy. Apply to ADDISON ELY, Rutherford, N. J.

A FTER Jan. 30, '96, I can write no more booklets for \$2 to get acquainted with new customers. If you want a booklet, folder or circular for the new year you now have the opportunity to get one and to try a professional ad writer cheap—\$30 worth for \$2. R. L. CURRAN, 1517, 150 Nas-30 58., New York,

S IX ads for \$6-13 for \$10. Booklets and circulars written, catalogues compiled. Money returned if my work is not satisfactory. LUKE LUCAB, 443 Cherokee St., Leavenworth, Kan.

Dig city dailies claim to do it all. They do reach a handful of business men and polity the people by aid of the best local papers. The Berlin Record (and w) is clean, bright and popular and goes into more homes in its territory than any other newspaper. Rates on application. W. UTILEY, Mgr., Berlin, Ont.

THE advertisements that I put in type will stand out over the heads of others in any company. I know just enough more about the printing business than the other fellow does to make it to your advantage to come to me. No matter who writes your advertisements, booklets or circulars, it will pay you to have me do the printing. Will Thinkfow, Manager Frinters in Frees, it Spruce Se., See York.

IN cities like Chicago, St. Louis, Cincinnati, Detroit, Pittsburg, Philadelphia, Boston and Cleveland there ought to be a very large sale for the control of the cities can make a very comfortable income selling it. I would be glad to hear from those who are willing to give it a good, honest trial in these and other cities. CHARLES AUSTIN BATES, Vanderblik Bidg., N. Y.

Vanderbilt Bidg., N. Y.

J. WRITE truthful, brief, explicit ads on any subject. Medical ads, circulars, booklets, cirideins, on books and literature. I write the cirideins on books and literature is write the property of the circular property of

I F a man's only thought is "How much?" it with perhaps, be useless to write to us about of "How good "our services will be of the greatest value to him. We want to hear from business men who consider "goodness" before price. We want clients who are willing to pay \$50 for the best there is, rather than \$56 for the "next best. a great deal better. THE LOTUS PRESS. 16 West 23d St. N. Y. City.

WaNTs amain each large city to take orders for my 700-page book—"Good Advertising." I believe that every advertes will buy the book if it is properly presented to him. There will man in devoting his whole time to it unless be were to undertake to cover several towns. Advertising solicitors who are daily calling on advertisers could, by handling my book, make a gratifying increase in their incomes. For particulars address CHARLES AUSTIN BATE, Vanderbulk Blog., N. Z.

DEOULE who get our best work are those who bring in the copy and say, "Go shead, we your own taste." We use our own judgment as read to the copy and the copy and

LOTUS PRESS, 140 W. 33d St., N. Y. City.
T'S astonishing how they printers know how to
print. The trouble with most of them is that
they are continually agaring on how they can
cut down the cost of the work, so as to make a
burger profit. If they can slight the papers if it
little less time on the press-work and typesettine,
they can perhaps get out a job that the customer
will accept and pay for. They figure that the
customer will be just as well astinded as if they
can perhap get out a job that the customer
will accept and pay for. They figure that the
strated that. We are a good deat harder to please
than our customers are. Many of our customers
would be satisfied with much less than we give
them. We are our own harshest critics. We do
more to please ourselves than to please our
row Little LOTUS Prizes, 140 W. 261 S., 26V
TOR CITY II LOTUS Prizes, 140 W. 261 S., 26V

#### PRESS CLIPPINGS.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga. Press clippings for trade journals and adv'rs.

#### SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

\$20 BUYS 100,000 white 6x9 circulars until 96. ELECTRIC PRESS, Madison, Wis.

NEWSPAPER-Rolls or sheets. First quality. Write A. G. ELLIOT & CO., Philadelphia, Pa.

Nurite A. G. ELLIOT & CO., Philadelphia, Pa.

TANDARD Type Foundry printing outfits,
type, original borders. 200 Clark St., Chicago.

STEREOTYPE, linotype and electrotype metals; copper annodes; sine plates for etching. MERCHANT & CO., Inc., 517 Arch St., Fhiladelphia, Pa.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L't'd, 10 Spruce St., New York, Special prices to cash buyers.

THE best in the world. That is the kind of type I make, and I can beat them all on prices. P. H. BRESNAN, Successor to Walker & Bresnan, 201 to 200 William St., New York.

A GOOD cut helps any ad. We are makers of the very best engravings—all processes—and our prices are the sort that suit. CHICAGO PHOTO ENG. CO., 79 5th Ave., Chicago.

A RTISTS' chalk plates. We make new and recost old plates. Low prices. Satisfaction ruaranteed. Send for price circular. BYRON PUPE & CO., World Building, Cleveland, O.

#### ARRANGED BY STATES.

idrertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

#### ARKANSAS.

The only morning daily published at Little Rock is

#### The Arkansas Gazette.

Its weekly edition is the leading secular weekly in the state. The Daily goes into the homes of merchants and professional people, and the Weekly to the farmers and laboring people. If you want to reach the newspaper readers among a State population of a million and a half of people, use the

#### DAILY AND WEEKLY GAZETTE.

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#### CALIFORNIA.

NOUTHERN CALIFORNIA'S matchless paper, Los Angeles Times. Circ'n over 16,000 daily.

THE WAVE, San Francisco, Cal., the leading Pacific Coast soless to World Bidg, New 3,000 weekly E. KATZ, volk N. V., sole agent 3,000 weekly guaranteed.

HE great California fruit-growing district of which San Jose is the center is thoroughly avered by the Daily San Jose MacCur. Sample opies free. For advertising rates in daily or seekly address MERCURY, San Jose, Cal.

THE EXAMINER has a larger daily circulation than all the other morning papers in San Prancisco combined, and the largest circulation of any daily west of Chicago, while the weekly Existen has the highest circulation yet advanted to any paper west of the Missourit.—From the other larger than the combined result of the property of the

#### LOUISIANA.

W. PRESBYTERIAN, New Orleans, weekly over Ala., Ark., Fla., La., Miss., Tenn., Tex.

#### ILLINOIS.

OLIET, population over 35,000 in township, 6,000 homes. Dally News sworn circulation to subscribers 5,148. Can any paper in America beat this honestly! Map and sample copy sent on application.

#### IOWA.

DUBUQUE HERALD, founded 1836. Family circulation; up to date; circulation steadily increasing. Is it on your list!

THE DAILY TELEGRAPH is credited in the American Newspaper Directory for 1865 with a higher circulation rating than any other daily issued in Dubuque County.

WEEKLY SETTINEL Carroll, twelve-page paper, all home print, largest circulation of any weekly in county. Guaranteed by Rowell. The DALLY SERTINEL is the only daily in one of low's best counties. Rates low, perhaps not so low as papers with half the circulation, but they are based on circulation, and pay adver-

#### KENTUCKY.

OUISVILLE SUNDAY TRUTH, 12,000 copies cach issue. Thoroughly covers the homes of the city and suburbs. Now in its twelfth year. Send for rates and copy of TRUTH to H. D. LA COSTE, 38 Park Row, New York, Special Newspaper Representative.

K ENTUCK' and Tennessee farmers are haryesting the biggest and finest crope known in this territory for years. They will have more surplus money this fall and winter than they have had for years. Advertisers can reach these people more effectively through the columns of the ple more effectively through the columns of the fit is read and trusted by them as their business paper. Let us help you do business with these people. Address FARMERS' HOME JOURNAL, businessing, the property of the

#### MASSACHUSETTS.

25 CENTS for 40 words, 5 days. Daily ENTER-PRISE, Brockton, Mass. No snide ads.

#### MICHIGAN.

THE SOO DEMOCRAT, Sault Ste. Marie, Mich. It should be on your list.

THE NORTHERN, at Petoskey, Mich., has the largest circulation in Emmet County.

SAGINAW Evening and Weekly NEWS. Largest circulations in the Saginaw Valley, Mich.

DETROIT COURIER, the household and society paper for village and farm homes for 50 miles around Detroit.

JACKSON (Mich.) PATRIOT, morning, Sunday Jackson (Mich.) PATRIOT, morning, Sunday Jackson (Mich.) PATRIOT, morning Parsa. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newsments are leading advertisers in the country are represented in their columns Information of H. D. LA COSTE, Sa Park Row, N. Y.

#### MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a spiendid advertising medium. Sond for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

#### MISSOURI.

K ANSAS CITY WORLD, daily exceeding 25,000, Sunday 30,000.

FOURTEEN years of age. The MED.HERALD, St. Joseph, Mo. Send for mample copy.

TO reach the 50,000 lead and zine miners of Southwest Missouri, use the columns of the Webb City Daily and Weekly SENTHEEL (Successor to the Times). A live, progressive and up-re-date newspaper.

#### MONTANA.

THE LIVINGSTON ENTERPRISE : eight pag all home print. Circulation exceeds 1,000

A NACONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana: 10,000 copies daily. HELENA INDEPENDENT - 5,700 Daily, 5,700 Mountain, 5,868 weekly Leading newspaper in Montana. Rowell's Directory gives it five times the circulation of any other Helena daily.

#### NEW HAMPSHIRE.

Established 1877.

### The GRANITE MONTHLY

Beautifully Illustrated.
A New Hampshire Magazine.
FRANK E. MORRISON, - - Special Agent,
TEMPLE COURT, New YORK.

#### NEW JERSEY.

B RIDGETON (N. J.) EVENING NEWS leads all South Jersey papers in circulation. Space ads 12 cents, 15 cents, 25 cents an inch an insertion. THE EVERY SATURDAY, Vineland, N. J., is popular, neatly printed, reaches the best class of readers, the only Republican paper in Republican town.

#### THE EVENING JOURNAL.

JERSEY CITY'S

FAVORITE FAMILY PAPER. Circulation, - - - - 15,500.

Advertisers find IT PAYS!

#### NEW YORK.

QUEEN OF FASHION, New York-City.
Issued monthly. A million copies a year.
THE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers \$2.0 a year. Leading advertising medium in its territory.

DRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggester with many hundred excellent suggester with many hundred excellent suggester than the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of Balais free. Advertise A year. Sample copy of Balais free. Advertise of the printer of the prin

## LMIRA

Known Circulation Over One Hundred Thousand Copies Weekly.

A. FRANK RICHARDSON, General Agent. Rooms 13, 14 and 15 Tribune Bldg., New York City.

#### NORTH CAROLINA.

DURHAM STORY PAPER AND BUSY AGENT circulates in every State. 10 cents a line.

#### OHIO.

THE PRESS, Columbus, only Democratic daily in Central Ohio.

ARGEST circ'n of any Prohibition paper in nation: BEACON AND NEW ERA, Springfield, O.

FINDLAY (O.) REPUBLICAN is the best newspaper in all respects published in any 20,000 city in the United States. Circulation—daily, 3,000; semi-weekly over 2,000.

#### PENNSYLVANIA.

THE Perry County TIMES has the largest circulation in Perry County, Pa.

THE PATRIOT, Harrisburg, Penns. Forty-third year. Politics, independently Demo-cratic. Leading paper at State capital; 8,000 daily, 5,000 weekly. Rates low. Population 54,000.

DESIRABLE READERS and a good circula-tion are what advertisers receive in the CHESTRE THURS. 30,000 well to-do, intelligent people read the TRESS with their supper every day. WALLACE & SPROUL, Chester. Pa.

THE SCRANTON TRUTH, an independent arternoon newspaper. Circulation over 13:00 copies daily. Largest daily circulation in Fennsylvania outside Philadelphia and Pitteburg: largest daily circulation on the Lackawama linebetween New York City and Buffslo. BARRETT & JORDAN, Proprietors, Scranton, Pa.

#### RHODE ISLAND.

THE HOME GUARD, Providence, R. I. Tenth year. Circulation 50,000.

#### SOUTH CAROLINA.

I'HE daily edition of THE STATE, Columbia, S. C., is the most popular paper in a burden C., is the most popular paper in a hundred South Carolina towns. The semi-weekly edition reaches over 1,000 post-offices in South Carolina

#### TENNESSEE.

CHATTANOGA, Tenn., bas 50,000 people. The EVENING NEWS has 35,000 readers. It is an up-to-date newspaper, full Associated Press day report, Mergenthaler machines, perfecting pressures and the server all nearby railroad towns every day. Greatest local circulation. Best and largest list of the South. Weight advertising any paper in the South. foreign adverti Write for rates.

#### TEXAS.

THE NEWS, Bonham, Texas, has the largest weekly circulation in Fannin County.

#### VERMONT.

THE Burlington FREE PRESS has largest Daily and Weekly circulation in Vermont.

#### VIRGINIA.

THE STATE, Richmond, the leading evening pupping in a community of 125,600 people, but have cleared Free dispatcher, and is like, up to the second of the se

#### WASHINGTON.

SEATTLE TIMES.

CEATTLE TIMES is the best.

'HE TIMES is the home paper of Seattle's 60,000

Seattle's only morning paper. The Seattle " P. I."

THE "P. I." has a guaranteed circulation dou-ble that of any newspaper in the State of

SEATTLE'S afternoon daily, the Thies, has the largest circulation of any evening paper north of San Francisco.

#### SO. & CEN. AMERICA.

DANAMA STAR & HERALD.

#### WISCONSIN.

W ISCONSIN AGRICULTURIST, Racine, Wis.
Only English agricultural paper printed in the State. Rates only 20 cents a line. Circulation over 25,000

#### CANADA.

THE largest circulation in New Brunswick is enjoyed by the Progress, a weekly issued at St. John. - From Printers' Ink, issue of May 8.

THE BERLIN RECORD (daily and weekly) is acknowledged to be the best advertising medium in Waterloo County, as it indisputably is the paper of a large and progressive manufacturing town. The people who read it are well-to-do (ierman Canadians who have money to spend. W. V. UTILEY, Business Manager.

#### HAWAIIAN ISLANDS.

STAR-Daily and weekly. The live, popular paper of the country. Covers the group completely. Send for samples. Honolulu, H. I.

#### CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class cost 35 cents a line, for each insertion. One time, without display or black-faced type, inserted one year, 53 neeks, for \$15,6 months for \$9.50,7 months for \$9.50,5 months for \$9.50,5 months for \$9.50,5 or 4 vecins for \$1. Display or black-faced type charged at 30 cents a the each issue, or \$25 a year, or \$2 a munth, for each like of pearly apace occupied by the whole advertisement. For the publisher who made to specially fit his case,

#### ADVERTISING.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many bundred excellent suggestions for catch-lines, reading matter ments. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS PUBLISHING CO., Box 573, New York.

#### AGRICULTURE

HOME AND FARM, Louisville, Ky.
BREEDER AND FARMER, Zanesville O.
PACIFIC RURAL PRESS, San Francisco, Cal.
WISCONSIN AGRICULTURIST, Racine, Wia.

#### ART

ART LEAGUE CHRONICLE, Leavenworth, Kan. ROOTS AND SHOES.

"BOOTS AND SHOES" WEEKLY, N. Y. City.

CARRIAGES AND WAGONS.

THE HUB, \$47 Broadway, New York. The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world. THE HUB NEWS, \$47 Broadway, N. Y. The only weekly paper published in the interests of vehicle mire, and dealers. COAL

COAL TRADE JOURNAL, New York City.

#### DANCING.

THE BALL ROOM, Kansas City. Semi-monthly. FASHIONS.

QUEEN OF FASHION, N. Y. City. Issued monthly. A million copies a year. THE WAVE, San Francisco, Cal. 13,000 weekly.

HARDWARE AND HOUSE FURNISHING. HARDWARE DEALERS' MAGAZINE.

Largest circulation in its field. D. T. Maliett, Pub., 371 Broadway, N. Y.

#### FRENCH.

LE FIGARO, Biddeford, Me., only French month-ly of its kind in the U. 8; circulates in U. 8, Can. and France; 46,000 monthly; only paper that reaches the French reading population of U. 8. and Can. Translates advertisements, Address home office, or H. FRANK WINCHES-TER, 10 Spruce St. N.

#### GERMAN

THE TAEGLICHE ABEND PRESSE, daily, published at Cincinnati, is credited with the high-ent circulation rating accorded to any German daily in Onio.—From Printers' Ink, issue of May 15, 1985.

#### HISTORICAL.

THE AMERICAN HISTORICAL REGISTER, a Monthly Gazette of the Fatriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 130 S. Sixtb St., Philadelphia, Pa.

#### HORSE INTERESTS.

COACHING, Philadelphia, Pa. 4,000 monthly. HOUSEHOLD.

WOMAN'S FARM JOURNAL, St. Louis, Mon'hly, DETROIT COURIER. "We belong to the fam-ily." The paper for the homes in the village and on the farm.

#### LARGEST CIRCULATIONS.

ELMIRA, N. Y., TELEGRAM: Over 100,000 weekly. LITERATURE

THE WAVE, San Francisco, Cal. 13,000 weekly. LUMBER.

SO, LUMBERMAN, Nashville. Tenn. Covers South. MACHINERY.

THE SAFETY VALVE, a journal for steam users. Office, Times Building, New York.

MEAT AND PROVISIONS. The National Provisioner, N. Y., Chlengo.

MEDICINE AND SURGERY. WESTERN MEDICAL AND SURGICAL REPORTER, St. Joseph, Mo.

MINING. MINING AND SCIENTIFIC PRESS.San Francisco. PAINTING.

PAINTING & DECORATING, 247 Broad-way, N. Y. The finest and most complete paper published for the trade—one issue worth more than price of a year's sub'u.

PARKS AND CEMETERIES.

#### PARK AND CEMETERY, Chicago. Monthly. PRINTING INDUSTRIES.

PAPER AND PRESS, Philadelphia, Pa. The leading technical magazine in the world of its class—indorsed by and circulating exclu-sively to employing and purchasing printers, lithographers, book binders, blank book makers, manufacturing stationers, engravers, etc., etc. Sample copies and rates on application. RELIGION.

THE ADVANCE, Congregational weekly, Chicago, III. Average issue in 1894 was 22,771.

#### SOCIETY.

THE WAVE, San Francisco, Cal. 13,000 weekly. SPANISH.

REVISTA POPULAR, established 1888. La Spanish circulation in the world. Transi in all languages: 46 Vesey St., N. Y. City.

#### SUNDAY PAPERS.

ELMIRA, N. Y., TELEGRAM: Circulation over 100,000 copies weekly.

#### TYPEWRITERS.

PHONOGRAPHIC WORLD, New York City.

#### WOMEN.

QUEEN OF FASHION, New York City. Issued monthly. A million copies a year.

# An Advertiser's Xmas Tree





E. T. PERRY

Manager Foreign Adv. Dep't

53 Tribune Building

NEW YORK



Le EThe Scripps.



## Advertisers &

desiring a Christmas Tree in 1896, heavily laden with fruits such as the 1895 tree produced, should advertise in & &

> The Scripps-McRae League Dailies—

The CINCINNATI POST 120,000 daily

The ST. LOUIS CHRONICLE 100,000 daily

The CLEVELAND PRESS 70,000 daily

The KENTUCKY POST 12,000 daily



Do you know a stronger combination?

#### PRINTERS' INK

A JOURNAL FOR ADVERTISERS.

EF Issued every Wedneaday. Subscription Price Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers. After December 3t the subscription price will be increased to Five Dollars a year.

EF Publishers desiring to subscription price will be increased to Five Dollars a year.

EF Publishers desiring to subscription prices and obtain special terms on application.

Five Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at same rate.

EF If any person who has not paid for it is according to the prices of the prices of the prices of the prices. The prices is the prices of the prices of the prices of the prices of the prices. The prices of the prices. The prices of the prices CHICAGO AGENTS.

BENHAM & INGRAHAM, ROOM 24, 145 La Salle St.

F. W. SEARS, 138 Fleet St.

NEW YORK, DECEMBER 25, 1895.

An ad that induces people to think is sure to induce some to buy.

A MAN once discovered, much to his surprise, that nearly all great rivers run by some great city; and that man's grandson has recently observed that the newspapers which advertise in PRINTERS' INK are the greatest news-People everywhere begin to understand that such things exist as cause and effect.

A NEW weekly paper, entitled Thursday, published in Pittsburg, has for its motto:

Of all the days within the week, I dearly love but one day; And that's the day that is the fifth In counting on from Sunday.

And a new weekly, called The Day Betwixt, in Richmond, Indiana, displays on its first page:

Of all the days that's in the week, There's none I love like one day It is the day that comes betwixt A Saturday and Monday.

ager of the San Francisco Argonaut, in carefully conducted work of the kind directing the attention of the American ever issued; and that by no change Tobacco Co. people who are now ad- that he could suggest can its excellence vertising their "Battle Ax" brand of be improved or added to. He further chewing tobacco to the value of the admits that his idea of an association Argonaut as a medium for such ad- of newspaper men who should attempt vertising on the Pacific Coast, says: to formulate a plan for the improve-"Among the readers of the Argonaut ment of the Directory was all a sham, there are a large number of women- originating with himself, and that about sixty per cent, as near as we can there never was any such association ascertain-and this fact renders it par- and that the only people who ever did ticularly valuable for those advertisers talk with him about reforming the in the purchase of whose goods the Directory were one or two Staten women have a voice. We trust that Island journalists, living near his you can see your way clear to placing former home at Port Richmond, apsome of this advertising with us,"

Discussion as to the relative merits of the correct wording and the proper display of an ad is like an argument as to the comparative value of powder and ball in the rifle. Both are needed to hit the bull'seye.

"THE Journal, under Mr. Hearst's management, is a pretty lively newspaper," said Mr. Thomas Rigney, the commission merchant who for fifty-one years has occupied offices at No 121 Pearl street, New York; "but when I want to buy one," continued Mr. Rigney, "! generally find they are all gone. I asked the boy, this morning, Why don't you keep the Journal?'
And the answer was 'They are all bought up very quick lately.'

THE Herald of Pentecost, published at Formosa, Kan., states editorially that "it is published by faith" and "all workers connected work free, and trust God for their support." A little further on it is stated editorially that the "paper is sent free to the Lord's people who are unable to pay for it, providing they write at least once a year, requesting it." Postmaster-General Wilson had better be looking after the Herald of Pentecost. Faith may enable the editor to publish a paper, but it will take something more than faith to protect him for violating the postal laws if Third Assistant Postmaster-General Fountain ever gets after him.

MR. ERNEST F. BIRMINGHAM, the alleged publisher and proprietor of the Fourth Estate, whose opinion is not worth a cent, has carefully reviewed the methods of conducting the American Newspaper Directory and is now quite outspoken in his expres-MR. F. I. VASSAULT, business man- sion of the belief that it is the most proached by ferry, twice daily.

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THE circulation of a newspaper is the completed copies has a bearing being unable to advertise. only in fixing the value or character of the circulation.

A LARGE proportion of the trouble the Post-Office Department experiences in dealing with second-class matter has come about from efforts on the part of the Department to make fish of one and flesh of another. Our present Post-master-General, Mr. Wilson, appears to be adopting the novel plan of treating everybody alike. The New York Herald was recently warned that their prize advertisements (not having been prepared by Mr. Haynes who knows what will pass post-office inspection) would, if continued, cause that paper to be excluded from the mails: and a little later it is announced that the Department has shut down upon the practice of allowing second-hand magazines and other printed matter to be mailed to army posts and forts under the frank-If Postmaster-General ing system. Wilson will persist in any uniform mode of action, it will be a great step toward bringing order out of chaos.

THE Bates-Whitman Co., Vanderbilt Building, New York, has published a book on "Successful Insurance Advertising; What It Is and How to Get It." It is written by Mr. Charles Austin Bates, in conjunction with H. R. Whitman, who is said to have had a successful experience as insurance solicitor, and it aims to show that insurance is a commodity that can be as effectively advertised as soaps or patent medicines, provided it be brought to the attention of the public in a manner that laymen can understand and grasp mental hold of. The book contains a series of advertisements of industrial insurance, written for the Prudential Insurance Company, of Newark, N. J., which are probably the first that have ever been printed on the subject. They are attractive and convincing statements of why people should insure, divested of all technicalities, and intended to aid rather than to supplant the solicitor. The book consists of loose sheets, tied with a ribbon, is beautifully printed by the Lotus Press, and, taken all in all, is a cogent argument for insurance advertising, or rather, effective insurance advertising.

SPENDING your money to advertise expressed by the number of complete the stock you have is better than copies printed. What is done with spending it for more stock and then

> THE majority of newspaper publishers consider all advertising patronage as a mild species of blackmail. As a rule, the publisher of a newspaper is never able to conceive how any advertiser ever can succeed in getting his money back. He thinks that a patron advertises in his paper to help it along, or because he is interested in the same political party. The idea that anybody ever gets a profit on the cost of advertising is one that the average newspaper man is wholly unable to comprehend. Although he constantly preaches advertising, he has only about the amount of real belief in its benefits that the average clergyman has in the reality of hell fire. Having this opinion of the advertising patronage he receives, it naturally influences him when he thinks of doing a little advertising for himself. He can hardly conceive that the money he will pay will bring him anything more than the good-will of the man to whom he pays it. It is a bid for that good-will. the money ever comes back, it is to come from the very hand that took it. If successful advertisers had not more real belief in the value of advertising than the average newspaper man, it would be an impossibility for any newspaper to live, for without advertising the newspaper is not possible.

#### IS IT A PICNIC ?-OR A PITFALL?

Private Office PALMER HOUSE. CHICAGO, Dec. 16, 1895.

Editor of PRINTERS' INK :

The Palmer House has made reductions on The Palmer House has made reductions on a large number of its rooms, on the American and European plans, and at the same time improved its service, never in better condition nor better kept than at present.

You are cordially invited to accept of the compliments and courtesies of the hotel, for

three days, good until April 1, 1896, for your-self and wife, on the American plan, in any room from \$2.50 to \$4.00 per day.

Oblige us by presenting this letter to the

Oblige us by presential.
room clerk on your arrival.
Thos. Howe,

Yours very truly, Thos. Hows, Superintendent for the Palmer House.

PRINTERS' INK is much indebted for the compliment, but is somewhat embarrassed by the uncertainty as to terms. Is the entertainment free? or will it cost \$2.50 to \$4.00 a day? and if the latter, does that price pay for one person only or for two?

#### AND THE LITTLE SCHOOLMAS- origin of the press clipping business. TER WAS RIGHT.

Office of "THE NEWS C. E. White, Publisher. TIDIOUTE, Pa., Dec. 13, 1895.

Editor of PRINTERS' INK:

The circulation of a newspaper is expressed by the number of complete copies printed. What is done with the completed papers has a bearing only in firing the value or character of the cir-culation.—Editorial paragraph from Printers' Ink.

But if half a car load, from six to twelve tons, of "complete copies printed," all of one date, are sent out as wrapping paper, is that still "circulation" in the true sense and that still "circulation" in the true sense and meaning of the term as an advertiser would be given to understand it? Up here in the backwoods we innocently supposed circulation meant "circulation," not press revolutions. Print is cheap and what is to hinder us all from having big "circulations" so long as the press doesn't break down? Old papers readily sell as wraps at some price. By the way, we saw, and overhauled from curiosity, this half car of papers. way, we saw, and over this half car of papers. C. E. WHITE.

By Mr. White's letter it would appear that he really had a better opportunity to observe the advertisements in the papers that composed that half car load than he would have had if the paper had not passed through the press. This goes to prove the position taken by PRINTERS' INK to be correct. half car load of circulation did have Every paper whose pubsome value. lisher is as free with his printed copies as this one was is certain to come to the hands of a great many readers and to be a valuable advertising medium, generally more valuable, in proportion to the price charged, than any other paper printed in the same town. - [ED. PRINTERS' INK.

#### DEVELOPER, NOT ORIGINATOR.

Office of FRANK A. BURRELLE, Bureau of Press Clippings. New York, Dec. 2, 1895.

Editor of PRINTERS' INK:

In your last issue you gave me credit for having originated the press clipping business, and this I must modestly disclaim.

When I purchased this business, eight years ago, I thought I was buying from the originator, not knowing there were others in the business.

I simply claim that I have developed it and do not feel that I have more than scratched the surface.

FRANK A. BURRELLE.

Mr. Burrelle is about launching a monthly periodical to be called The Clipping Collector, and is more than a slick talker doesn't increase the anxious to get at the history of the value of the paper as a medium,

He at one time supposed that he had the data at hand, but a recent circumstance leaves him now in doubt.

Mr. Burrelle's prospectus announces: Within a decade or so there has d veloped a great and growing industry in America and in Europe—the clipping of newspaper extracts

There are in existence to-day fully a dozen firms or companies engaged in the business of newspaper clippings—regularly organized institutions—which read thousands of newspapers papers for their customers, who prepare these newspaper extracts with system and regularity, and who are to-day an important factor in the commercial world.

It is estimated that at least ten thousand individuals, firms and corporations patronize the clipping bureaus, and the bulk of these patrons are business men and commercial houses. In at least two thousand newspaper offices the collecting and preservation of newspaper clippings has become a recognized part of the editorial branch of journalism, and men are employed solely for this pur-pose. There are at least three thousand pose. There are at least three thousand people in this county who collect newspaper clippings on all sorts of topics, private citi-zens who religiously cut from the newspapers items of interest bearing upon the fad, or hobby, or profession of the collector.

To these fifteen thousand individuals, firms and corporations the monthly magazine hrms and corporations the monthly magazine to be known as The tip-ping Collector will at once appeal, and it will appeal also to elegymen, to students and to literary workers. The Collector will print the news, the facts and the gossip of the newspaper clipping business; it will tell how to collect clippings, the various methods in vogue as to the preservation of newspaper extracts; how clippings should be classified and arranged; how to make scrap books; and will, in short, be of pronounced benefit to every man or woman who collects items from the newspapers, either as a pastime or as a matter of business.

The Collector will be published on the first day of each month at the annual subscription price of one dollar a year.

It has been claimed that "the idea of supplying the public with pieces of newspapers only was the result of the observation of Mons. Cherie, a l'arisian, who noticed the large number of newspapers the artists exhibiting in the salon were getting from the kinsks near there. To Mons. Cherie is therefore attached by some the honor of first collecting the newspapers, cutting out and selling to the artists the scraps they were most interested in. This was in the year 1880." The first clipping bureau in England is said to have originated with Romeike, of London, but its great development as a business is generally believed to be largely due to Mr. Burrelle.

THE fact that a paper's solicitor is



H. FRANK WINCHESTER.

The above is the picture of H. Frank Winchester, the newly-appointed Eastern representative of quite a long list of reputable papers. PRINTERS' INK knows him well. If careful and inteligent attention to every requirement of duty will suffice to win profits and good-will, he is certain to make a success of his enterprise. The older men in his line must look to their laurels when young men like H. F. Winchester enter the special agency field. The office of the new special agency is now at No. 10 Spruce-street—up-stairs at present, but is likely soon to spread out and take more ambitious quarters.

An ad to sell yachts need not be full of

#### READING NEWSPAPERS.

To one who has acquired the art of reading newspapers they are not too large, nor are there too many of them. He is more apt to complain they are not large enough. They compress too much the matters he care sespecially for, in order to make room for matters that other people care for. The largest encyclopedia is not too large, for regarding many topics the man who seeks information from it wishes nothing; regarding other topics he desires all the information he can get. A newspaper is encyclopedic in its character, but necessarily limited in its extent. The man who understands how to read a newspaper, therefore, is more likely to wish for more papers, in order to get more fully the variety of news he cares about, than to wish for fewer.—Commercial Bulletin.

As a bell without a clapper, Useless and forgotten lies, So doth the business of the man Who will never advertise.

#### HERE AND THERE.

The Fly Leaf, a little monthly which is fashioned after the Chap Book form, though with somewhat different tendencies, makes its bow from Boston this month. It contains the following rather frank advertisement:

#### A GOOD CAUSE

Needs a good writer to support and advocate and present it.

#### A BAD CAUSE

Needs a better writer to make it appear as good as the best.

A writer of experience, ability and versatility is desirous of finding employment in some journalistic capacity. He prefers to advocate a damnably bad cause for good wages than a good one for bad. Address, HARD UP, care "FLY LEAF."

An office announcement credited to a prominent Western city may be facetious merely, but it represents a good deal of latter-day practice. It relates to the paying of bills and runs as follows:

> NO BILLS PAID BEFORE THE 10th OF THE MONTH.

When the roth arrives the placard, reversed, reads:

NO BILLS PAID AFTER
THE 10th OF THE MONTH.

J. B

#### EVERY MAN IN HIS PLACE,

It is related of the ancient Spartans, most of whose business was conducted, as it is now in China, on the public streets, for parents to carry their boys, whilst of tender years, through the thoroughfares of the cities to accustom them to observation of the various trades and to show their natural bent and inclination. By this practice the tastes and aptitudes of the Spartan youths were early formed and made known to their natural guardians; and few were selected for avocations for which they had no capacity or inclination. In this respect, as in many others, these particularly bright people set an example to modern parents and guardians which is worthy of imitation. In modern life the two elements of success in business are too frequently wanting, viz.: A thorough knowledge of the mechanical art or trade to which a youth is destined, and the necessity of sticking to it persistently until success is reached. With regard to the forsuccess is reached. With regard to the for-mer, interference of the various labor unions not only prevents a young man from acquir-ing proficiency, especially in skilled industries, but the avenues to such instructions, as a rule, are too often absolutely closed to him by the arbitrary decision of the bosses who control these organizations. The result who control these organizations. The result is that the bulk of the skilled labor of our country is now, and has been for a long time, monopolized by the foreign element, whilst our own children are compelled to earn their livings in clerkships or consigned to idleness .- Confectioner.

WHATEVER goods your store supplies, You'll sell them if you advertise. BE PREPARED FOR CONTINGENCIES

One of the recent surprises in the trade wanthe failure of a certain jeweler in a Western city. On the face of things he was prospering to an unusual degree. He was casily the leading jeweler of the town; he was temperate, economical, had no bad habits, was always in the store during business hourenjoyed the highest reputation in every way. Beginning in a small way, he had added in his stock, little by little, was a conservative buyer, and, to all appearances, was in exlent credit. A thunderclap in a clear siy would not have stunned his neighbors maeffectually than did his failure.

The facts came out in the subsequent investigation. He had been falling behind in his payments for merchandise. He had borrowed, from time to time, of an aunt to meet current bills, until his loans from her amounted to more than the total value of his stock. Her attorney advised her against any further helping; then came a confession of judgment to her, and the failure.

When a committee of creditors came to analyze his affairs, they found the cause of his failure in doing business on too small a margin of profit. The policy which built up his large business caused his own downfall.

his large business caused in own working. There is a moral in the history of this case to all merchants. Too many ignore the fundamental fact that provision must be made for certain drains on one's capital which are inherent in the very nature of trade. Outside of the visible expenses of rent and wages and advertising, and all that tangible class, there is another class which is not so easily recognized, but which exist just as surely. Among these are depreciation of stock, losses from bad accounts, interest on borrowed money, improvements, etc. One merchant who has reached eminence in the dry goods business marks the cost of all his goods at once five per cent above the price he paid, to cover these contingencies; another is said to mark at eight per cent higher. What-lever way the question is met, it must be met in some way if the young jeweler would anticipate a successful career. —Keystone.

#### Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

### WISCONSIN ACRICULTURIST,

STAMPS FOR COLLECTIONS—Send for Bats. E. T. PARKER, Bethlehem, Pa.

Illustrations Every Description Newpaper, Magazine, Catalogue, Novel ideas, catchy designs. Made to suit any business. Send for circular and price list. If WOODWARD ROGERS, studio 24 36 West 22d 54.

THE WAVE, San Francisco, Cal., the ciety, literary and political weekly. E. k. kl. 185-187 World Bidg., New 13,000 weekly York, N. Y., sole agent. 13,000 guaranteed.

4 YEARS 8 THOUSAND CIRCULATION.

THE MORNING UNION.

BRIDGEPORT, CONN.

WANTED—Offers to purchase used Argen-stamps in quantities. J. CALDER CASILLAD c-CORREO, 1399 Buenos Ayres, Arg. Rep.



business man. This is no trivial toy, but an article you would not he sitate to present to your most valued customers. It is so cheap that you can afford to distribute it freely, and is so really useful that it will certainly be kept by its recipients. Sample by mail upon re-cept of **four** 2-cent stamps.

FRANCIS L MAULE. 828 Chestnut St., Phliadelphia.

This Novelty can be used for any business. This little thing will strongly appeal to at ast two classes, viz.:

This little thing will strongly appear to aceast two classes, viz.:

rst.—To those who are constitutionally averse to being "fooled" by specious "catch-penay" idvertisements of any kind;

rnd—To those who think it possible that the

alendar as an advertising scheme has long noe ceased to be a startling novelty.



Mr. J. H. Moon, of Harrisburg, Ark., is a Justice of the Peace and also owner of the Samson Stump Extractor for the State of Arkansas. He had never noticed the advertisements of Ripans Tabules, and had no knowledge of them,' to quote his own words, until " I read on the slate from Spirit Side. I then got one of our druggists to order some of them. I received the box of Tabules by mail, which I have taken according to directions from the spirit Side, and must say that it is one of the most wonderful medicines for liver and stomach that I ever saw. I wish these Tabules were in every family.

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(Signed), J. H. MOON."

Ripans Tabules are sold by druggists, or by mall if the price (50 cents a box) is sent to The Ripans Chemical Company, No. 10 Spruce St., New York. Sample vial, 10 cents.

### PEN Thine Ears

to Sound Argument.



A journal that reaches the best people in every city, town or village in the United States must possess merit as an advertising medium. To what extent we modestly ask

you to determine.

Ask for Sample Copies and Rates. See what we are.

THE AMERICAN

New York, Chicago.

Milwaukee.

HE home printer ought to get the work of home advertisers if he has the facilities to do it as well as it ought But there are plenty of to be done. advertisers who go away from home because they want something different from what the local printer can give them.

Those are the men I desire to interest in these little weekly talks of mine.

When they go away from home I would like to have them come to me. They can judge me by PRINTERS' INK. Here is what I call good typesetting and good printing.

I am "cheap" only in one sense-I give a man his money's worth.

Write me a letter the next time the home printer doesn't give satisfaction. No matter if the job is small. I print everything. Wm. JOHNSTON, Manager Printers' Ink Press, 10 Spruce street, New York

## Better Guarantees Unknown

The N. Y. Evening Post, the acknowledged finest printed newspaper in New York City, is set entirely upon.... 5 THORNES

The American Press Association, famous everywhere for its unexcelled plate service, sets all its type 9 THORNES

Hundreds of other firstclass printing establishments are using Thorne machines.

chines.

WRITE FOR NEW
CATALOGUE.

Thorne Type-Setting Machine Co.

34 PARK ROW, NEW YORK CITY.

AND TORK CITY.

It's a Business Bringer.

The reason it pays to advertise in

Kansas City WORLD

is because THE WORLD brings resultlt carries more local advertising than any other Kansas City publication—a sure indication of its worth.

Circulation, 29,000 DAILY, 32,000 SUNDAY.

If you put it in The World it wins.

THE WORLD.

Kansas City, Mo.

L. V. ASHBAUGH, Manager.

Chamber Commerce, Tribune Building, Chicago, New York.

A. FRANK RICHARDSON, Special Representative.

## The Best Advertising

is the sort that gets close to people and shows them that you understand them. It's the same whether you advertise medicine, or dry goods, or bicycles or jewelry. It's a good thing to know the goods, but it's better still to know the people and how to talk to them.

In medical advertising I have been particularly successful, because, in addition to studying medicine and hygiene, I have studied people. One of the biggest and most successful medical advertisers in the world, whose advertising reaches the people, and who knows what they want—writes me as follows:

"We are glad to note in your writing that you do not attempt to be funny or humorous, and that you refine, elaborate, condense and 'boil down' the language to the utmost. With some writers we find a great deal of editing necessary in order to put their matter in shape."

Medical Ads I charge from \$5 to \$25 each for, according to the subject, the size and number of ads and the need for illustration. For medical booklets from \$25 up.

To any general advertiser (not already my customer) who will send me before Jan. ro some of his printed matter and two or three of his ads (not over 200 words each) and five dollars with the letter, I will send a better ad than any he sends, if better can be written. If not, then another one as good as the best. If illustration is needed I will furnish suggestion for that. Or if, instead, he wants these two or three ads improved, I will improve them if it can be done, or return the money.

If you send \$10 I will also send you a letter of advice, with an outline of a scheme 10 improve your advertising. My usual charge for a letter of advice is \$10.

To any retail advertiser (not my customer) who sends me printed matter or particulars of his business before Jan. 10, inclosing \$5, I will send three retail ads and three attractive cuts. Some of these cuts have not been used in advertising before.

WOLSTAN DIXEY, Writer of Advertising, 86 World Bidg., New York.

#### The Atlanta Exposition ....

directs your attention to the South. That great section is teeming with life. New industries have New industries have brought prosperity into the land.

### The Southern Homestead

is the only magazine in the South. It reaches the buying classes with its guaranteed

60,000 Monthly Circulation.

Write for rates and sample copy to

W. H. ENGLAND.

SPECIAL AGENT.

842-844 Broadway, NEW YORK.

### THE

advertiser who seeks the patronage of the agricultural classes will fail to secure a full measure of success, unless his list of mediums includes The

## 1erican

Farmer. The oldest agricultural publication in America, it circulates in the most prosperous farming sections of the country. There's money in advertising in the American

## armer

For rates apply to THE AMERICAN FARMER, WASHINGTON, D. C.

BYRON ANDREWS, Manager Branch Office,



#### THE

## Dayton, Ohio, EVENING PRESS

goes regularly into more homes in Dayton than any morning and evening paper combined.

## ....THINK OF IT....

We will pay for all advertising in every Dayton, Ohio, Daily Newspaper run by any firm using the columns of "The Pess," if it can be proven that any of said papers have a circulation exceeding or equaling that of "The Perss,"

CIRCULATION 9.404 DAILY.

Send order for your ad at once. It will be read in all the homes of Dayton,

LOUIS V. URMY.

SOLE REPRESENTATIVE,

Times Building, New York City.

### NEW LIFE

new type, new cover, new illustrations and new ideas characterize

## WOODWARD'S MONTHLY

for November. New improvements on foot for December. New push is bringing in new ads and new subscribers.

#### 50,000 Circulation

close at hand. For rates and sample copies, write to

W. H. ENGLAND, 842-844 Broadway, NEW YORK.

................

## ...DAYTON, OHIO...

Morning Times,



News,

Weekly Times-News,

4,500.

Leaders in Dayton Journalism.

Advertising rates of

H. D. LaCoste, 38 Park Row, New York. Special Newspaper Representative. Have you.

THE

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## Midland Monthly

Des Moines, Iowa,

on your list? Better place it there at once. The present low advertising rate will not last long, as the circulation is jumping higher every issue. If you want to reach a good class of people send for rates.

J. H. PURCELL, Advertising Manager, DES MOINES, IA.

LOUIS RICHARD SMITH,

10 Spruce Street, New York,
Einstern Representative.

## The Installation

of a "New Model" Web in your office will convince your advertisers that yours is a live, progressive newspaper, and that you are thus equipped to cover your field thoroughly and be of increasing value to them as an advertising medium.



Can you afford to be with-

Campbell Printing Press & Mfg Co. 6 Madison Ave., New York. 334 Dearborn St., Chicago.

## The Special Reason

why a general advertiser should consider these papers is the fact that they are the only papers, with one exception, published here for their denominations, and that they have exclusive control.

The field is rich with families able to buy what they want. Published from 19 to 74 years, they offer the best indorsed way to reach religious homes in this rich field.

Put Them On Your List

PHILADELPHIA.

Lutteran Observer Christian Standard Presbyterian Journal Ref'd Church Messenger Episcopal Recorder Lutheran Christian Instructor

Write to us for fuller particulars



Christian Recorder

#### Old Advertisers

shrewd men, who intend to get their money's worth when they advertise, have learned from experience that four things essential to profitable advertising are found in .

## The Sunday School Times

- A large, truthfully stated circulation.
- A character which gives the paper a firm hold upon its readers.
- A guarantee to its readers as to the kind of advertisements admitted.
- A just and reasonable advertising rate.

PRESENT PAID ISSUE OVER 164,000.

High-class circulation for less than one half cent per line for 1,000 copies issued.

Write to us for fuller particulars.



Religious Press Association, Phila.



## If You

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wish some plain facts tersely stated that may aid you in placing your advertising where it will pay you best, write to the

## Farmer's

· 5.5.5.5.5.5.5.5.5.5.5.

#### The North and West

DK 799

Geography of the United States

Iron is scooped up with steam shovels; copper is chopped from the solid mass or raised by tons in the ore; gold is mined so plentifully that Uncle Sam's reserve need not suffer if banks and people would not hoard it; silver is so abundant that the question is what to do with it; wheat is raised by the tens of millions of bushels and corn by the hundreds of millions cattle are grown by the train loads and huge forests dissolve into lumber piles, and these almost at once take shape in houses, barns and factories.

## The North and West

IN LITERATURE

is a Presbyterian, family religious newspaper published at Minneapolis, Minn., in keeping with the region whose name it takes, and going to multitudes of its thriving families. The wise advertiser, please note.

## Write

ILL.

For a Sample copy Of the

## Harrisburg (Pa.) Telegram

Look it over carefully and then inform us how much space you desire to use for 1896.

### Without Doubt

it will pay you handsomely, as it is circulated throughout the States of Pennsylvania, Maryland, Virginia, West Virginia, Ohio and New Jersey, and the rates as compared with its circulation and influence are very cheap.

announce of the second

## Newspaper Outfits.



The type, the presses—cylinder and job, the cases, stands, and sundries—everything for the printer—may be purchased to best advantage in **one** lot from the only complete type founding concern in America. The Biggest and Best Selection—the prices right. Send for estimates to nearest branch.

## AMERICAN TYPE FOUNDERS' CO.

Boston, New York, Philadelphia, Baltimore, Buffalo, Pittsburg, Cleveland, Cincinnati, Chicago, Milwaukee, St. Louis, Minneapolis, Kansas City, Omaha, Denver, San Francisco, Portiand (Ore.).

BARGAINS IN TYPE. New York, Baltimore, Boston, Buffalo, Cleve-land, Cincinnati Branches have each issued special bargain sheets of type at prices that touch bottom hard. Send for all of them. The type is selling fast. Will not be duplicated. The opportunity is offered now. Save money now.

#### Papers That Please, Pay.



There'll be business, but as usual the man that goes after his share gets the bulk of it.

YOUR SHARE—we can help you get it. FARM NEWS is the favorite journal—a household necessity—in 165,000 farmers' families, people whose patronage is worth millions. You want their trade—an ad in FARM NEWS brings it. s a paper that pleases its readers and pays advertisers.

THE HOSTERMAN PUBLISHING COMPANY,
SPRINGFIELD, OHIO.

Eastern Representative, PHILIP RITTER, American Tract Society Bidg., N. Y. New England

Magazine

A Page I year \$135.

## The Peterson Magazine

brings profitable returns. That's all it could do if it had a million subscribers. Its January issue is 75,000, and in proportion to cost it will bring better returns than many high priced publications with three times the circulation. It is a bright, clean, handsome American monthly. A page by the year costs \$80 an issue; half page, \$40; Ouarter page, \$20.

Order space through any advertising agent or from the publishers. Sample copy on request.

THE PETERSON CO., 109-111 Fifth Ave., N. Y.



Has learned of the popularity of

## Street Car Advertising

and telephoned for rates to the Postal Telegraph Building.

The live advertisers on earth are simply rushing for it.

## And they know Where to go!

HE FINEST APPEARING CARS. HE MOST PERFECT SYSTEM.

HE BEST SERVICE

ME MOST RELIABLE RATES.

HE OLDEST & LARGEST HOUSE IN THE BUSINESS

HE LARGEST LIST OF GOOD STREET CARS.

And Advertising of the Kind that Pays.

GEO. KISSAM,

---253

BROADWAY, NEW YORK.

## C. P. Huntington

once said about railroads what many large advertisers feel about newspapers—

"I Like A Proposition That Pays."

And that is exactly what we offer in selling advertising space. We can meet the proposition. It is a well-known fact that the

## Portland Oregonian

Always Pays

That's one reason why it has so many friends and is so promptly and universally admitted to be the great representative paper of the Northwest Pacific Coast.

Shall we submit estimates on your next advertising scheme to cover this rich territory?

#### OREGONIAN PUBLISHING COMPANY,

H. W. SCOTT, Editor.

H. L. PITTOCK, Treas. and Manager.

6:96:0:96:9



"Completely cobers Southwest Texas and Mexico."

## San Antonio Express ...

ONLY
MORNING
PAPER
IN THE
CITY



Controlling a rich and extensive field. Embracing a territory larger than the State of New York.

#### .... Circulation ....

Daily	-	-	-	9,500
Sunday		· ·	-	10,500
Semi-Weekly		-		11,000

It is impossible to cover Texas without the San Antonio Express. It is the Only Paper west of the Colorado River or south to the City of Mexico Taking Dispatches, and the one and only morning paper within said territory printed in any language.

## Express Publishing Company,

San Antonio, Texas.

S. C. BECKWITH, Sole Agent Foreign Advertising,

469 The Rookery, Chicago.

48 Tribune Building, New York.

## Behind and Ahead

The only sure way to judge the future is by the past. We want our lists to be judged that way.

Ask the long line of advertisers who for years have used the lists—ask them if the results haven't been right.

Ask them why they keep on using our papers. Their answers will be uniform:

"It pays."

We do not solicit orders from those who have tried once—they come back again and again of their own accord.

But we want an order from advertisers who have been skipping our lists without realizing what a mistake they were making.

Our catalogue will be sent on request.

## CHICAGO NEWSPAPER UNION,

87-93 S. Jefferson St., Chicago.

Or,

10 Spruce Street,

New York, N. Y.

#### DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Bend your newspaper ads, circulars, booklets, novelties, catalogs. Tell me your advertising troubles—perhaps I can lighten them.

#### ADVERTISING IN GENERAL.

I wish I were six men and could be allowed to fill all the pages of PRINT-ERS' INK. I think then, perhaps, I might have time enough and space enough to notice every good and bad thing that I see. For two months I have been noticing the full-page ad of Buttermilk Soap in the magazines. Ordinarily I don't think much of socalled "clever" ads. But this one has such an air of honesty and sincerity combined with its cleverness that it becomes one of the best ads of the year. Here is a man who has struck one of the key-notes of good advertising. Mr. Burns has started with a statement with which I believe everybody will agree. I know, in my own case, I am always pleased to know what any successful man looks like. Take Frank A. Munsey, for instance. I would like to see his picture. Take the case of any man who has done anything unusual, and I believe nine out of ten men would be gratified to see how he looks. This Buttermilk Soap ad has just enough rough edges to make it sound perfectly honest and genuine.

A MAN

May do that which creates a desire in the minds of everybody as to what he looks like. Therefore, I appear personally to thank you for the immense quantities of

#### Buttermilk Toilet Soap

You have used. I have made it the effort of my life to make it the best soap in the world for the

Complexion and Toilet.

I think I have succeeded, and want to assure you that no effort or money will be spared to make it the PUREST and BEST until the end of time. Always see that our firm name

COSMO BUTTERMILK SOAP CO.,

CHICAGO,

Is on the package and you will have the GENUINE. Beware of imitations.

Yours truly,

J. J. BURNS.

I believe there is such a thing as

making an advertisement too smooth. I believe in ads that sound as if they were spontaneous-as if they were written because the writer had something to say. The absolutely perfect, polished literary effort generally doesn't sound natural. I think people like to be talked to in the way they are accustomed to being talked to. I don't mean to advocate inaccuracies or inelegancies, but I would rather have strength than polish. I would rather have sincerity than shine. I would rather have belief than to gain admira-

The Geo. P. Rowell Advertising Co. is noted for the excellence of the advertisements it prepares for its clients. This reputation is, I think, well sustained in the advertisements they are now running for Hartshorn's Shade Here are two ads that I think will appeal to any one who has ever had experience with poor shade rollers:



HE perversity of a shade roller that won't roll is equaled only by the persistent obstinacy of one that insists on rolling when you want it to stop. If you care for well-behaved shades that never need "tinkering," see that they are mounted on

## HARTSHORN'S SHADE

Look for STEWART HARTSHORN'S autograph on the label.

Window shades are of two sorts-good and bad The bad ones are the kind that stick

when you don't want them to and don't stick when you do want them to.

The other kind always catch at the right place. If you care to look, you'll always find that these are mounted on

### HARTSHORN'S SHADE ROLLERS

and STEWART HARTSHORN'S autograph is on the label.



In regard to the second advertisement it may be interesting to note that it was written almost a year before it was published; and that therefore the idea at the beginning was not plagiarized from the excellent ads recently published by the Pope Manufacturing Co. The Pope ads start with the statement, "Bicycles are of two kinds-Columbias and others." The idea is practically the same, and yet it was evolved by different men at different times.

It is really astonishing to see the increase of interest in advertising. It seems to me that business men are waking up faster every day, and that the gospel of advertising is spreading more rapidly and more generally than it ever did before. Interest in good advertising has been growing rapidly for the last ten or twelve years-more rapidly, perhaps, than it ever did be-And it seems that each year's progress has been more rapid than the preceding year. I believe that advertising knowledge has been disseminated to a greater degree in the last two or three years-perhaps I might say the last one year-than it ever was in any ten years before. Hundreds of daily newspapers, and scores of trade papers, publish regularly articles and notes on advertising. A number of the trade papers have regular depart-That it is a ments on advertising. good thing for business men generally,

there can be no doubt. That it is a good thing for the papers goes without saying. I am one of those who believe that the more people know about advertising, the more they will adver-There is a lot of money wasted in it, of course. But, for that matter. so there is a lot of money wasted in every other department of business. I have known of men who failed because they paid too much rent. Or because they hired more help than they ought to. Or because they made mistakes in buying goods. Or because they made mistakes in the locations of their stores. There are a great many ways of failing in business. One of these ways is by doing bad advertising. Another is by doing no advertising at all.

Advertising is becoming more and more certain. Business men learn more about it every day. They have more confidence in it. They do it more intelligently. They use more of the helps in advertising than they ever did before, and the helps themselves are better than they ever were before. I believe that the advertising agencies are doing better work than they ever did before. I believe it is harder now for a poor advertising agency to exist than it was a few years ago. As advertisers become more enlightened, weak and dishonest agencies find it harder and harder to eke out an existence. Honesty is coming to be considered the most important feature of advertising. In this connection I want to reprint a little article from American Investment:

It has been accurately demonstrated that It has been accurately demonstrated that 80 per cent of the business firms in this country that fail are those that never advertise. There can be no disputing this statement, because it is capable of being run down to a nicety. There is no doubt but that many thousands of dollars are annually thrown away in worse than useless advertises. thrown away in worse than useless advertising, but, on the other hand, it is equally true that the men that know how to advertise never fail to receive abundant returns. the very first question to be determined is the medium that is to be used. This necessitates inquiry and careful investigation as to tates inquiry and careful investigation as to the character and class of readers reached by the said medium. Not every statement bar-ing upon what a paper is doing must be ac-cepted as unvarnished truth, but should, when possible, be verified. Character in those offering advertising on the market is something that must be taken into considera-tion by the advertiser. A published devide tion by the advertiser. A publisher devoid of honesty and truthfulness is to be avoided, no matter what his inducements and claims may be. So, a publisher that will discriminate in rates, is one wholly unworthy patronage or favor of any kind. It has

HONEST ADVERTISING.

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always paid thus far to advertise, and it always will pay when properly done. That advertisers are unable to directly trace results, does not always signify anything. good deal of casting bread upon the water must be done in every business, and because two dollars cannot be seen to come in where one goes out, does not imply that the expenditure has been in vain. need to study the art of advertising much more than they have been in the habit of

#### RETAIL ADVERTISING.

A person need not be very old to remember when nobody pretended to read advertisements. If one described a long time of waiting between trains, or a lonely Sunday with a dearth of reading matter, the account usually ended with: "I read the newspaper ended with: or magazine through and through, advertisements and all." That spoke the acme of poverty in the way of time

Nowadays advertisements are an interesting part of every daily paper, and in the great magazines they are, in many cases, carefully prepared pages of art and literature.

Retail advertising used to consist mostly of generalities and superlatives. One never would have recognized the It has been said, and it is true, that or rather that the dry goods advertiser, some good reason given for it. phia.

general way that they had something omizing for the family. hungry. There was never a price, expenses.

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17-

Dry goods, too. More than half the civilized population of the world wear dry goods all their lives, and when they are dead they are still clothed in dry goods. When a man is she has. dealing in one of the prime necessities of life, it looks as if he might have something to say about it that would

He says the texture is fine, or soft, or water-proof; the color is his favorite one; the cut is of Jate style; the fit is easy and comfortable; then he states the price. If he has garments of this kind to sell, why not describe them in about the same words?

The description of goods, telling where they may be found, and giving the prices, is advertising. The plainer these statements are made, the better the reader likes them, and the more confidence he has in them. The more an advertisement sounds like talk the better it is. It need not be "smart Everybody knows how wearisome the smart talker is. What an insufferable bore is the person who is always on the watch to make a pun or a double meaning of something said.

So with the "catchy" head-line artist of the fife and drum style of advertising.

The way to advertise is to simply give the news of the store. Get down to particulars. If there is some new weave of dress goods, women will be interested in knowing how wide it is, what colors are shown, if it is rough or smooth and then always the price.

If there is to be a special sale there store by the printed description of it. should be a reason given for it, and if goods are advertised to be sold at cost the change in dry goods advertising, they should be sold that way, and dates from the beginning of the suc- reason is simply: "I want your money cess of John Wanamaker in Philadel- but I want to pay you for it," so much the better. It has been said of women When one thinks of it, it seems very that neither sickness, death, heat, strange that business men should have cold nor high water will keep them been so long in learning the true method from a bargain sale of dry goods. of advertising. Dealers in provisions This may be true in a measure, but know that people must buy to live; look into the reasons for it. It is the yet their talks in print appeared spas- woman of the house who usually does modically and usually they stated in a the catering and contriving and econto eat, and people would find the door women, comparatively, have an ample unlocked if they happened to get allowance for household and personal The woman who has no never a cordial invitation to come in pride in the appearance of her winand purchase, or at least examine the dows, her beds, her table, her children, and, most of all, herself, is a monstrosity. She is a traitor to he vocation of housewife and mother Why should she not watch for bargains? She knows how much money She knows how much she wants to do with it. In these days of inventions of picturesque dresses for women and children almost any fabric interest his neighbors. If one talks may be fashioned into a quaint thing about some garment of his own that of beauty. A woman who possesses a suits him, he says why in plain words. little independence of thought, allied

to a genius for doing as she pleases in was Shaw-knit." Nothing striking in the matter of dress for herself and her it, but it was courteous and confidential. children, finds the bargain day or the The hose were good. They were bargain counter a joy forever.

will ornament her house, too, from the spoils she gathers at cheap sales.

For these reasons dry goods advertising is the print that women like to business entirely. He adds his name read. But if there is too much brag it is soon found out. A very small fully discharging his duties to his cusmatter in the way of a deceptive sale tomers. He leaves strangers in utter will destroy confidence. Retail adver- ignorance of what his business is. tising should be done in common words. The sentences should be short, the true art of advertising was disand the lines not too long. If a whole covered. The Wanamaker style has page of a newspaper is taken, the lines had many imitators, some good, some used as the opening salute, or preface, frightfully bad. Some saw the surshould not often run over more than face indications, but failed to grasp the two columns, or three at most. An ad- real idea. One of the questions that vertisement should look easy to read. reporters ask in interviewing literary There is no need of long-tailed letters people is: "Can you write under in any part of it. An advertiser's pressure?" Some people can, and name set in script, old English, or some lose every idea they ever had if anything but the plainest of plain, there is the least hint of working readable type, is a mistake-an irrita- against time. To some writers an In looking over the retail ad- order is an inspiration. vertising in any large city one is as- would doubtless write good advertisetonished to see how bad some of it is. ments. Their subject is supplied, There is too much brag, too much that they may inquire into it as much as is not true, too much attempt at smart- they please, and they are sure of their ness. A little humor well put is a pay. Most business men lose their good thing, but to think of something wits when merely expected to tell that sounds humorous, and then to plainly and simply what they know of build an advertisement around it is a a plain, every-day matter. They make waste of ink and space. It is not talk that is nothing but talk. It business. What people read an essay, doesn't tell anything. They string a a sermon, a poem or a novel for is to few words together, jot down a period find out what is in it. For the same and go on again. These jerky nothreason they read an advertisement. ings they call "ads in the Wanamaker If one is advertising carpets, the goods style." If the Wanamaker style was should, as nearly as possible, be hung up on the printed page. The style, quality, color, pattern, general effect than it generally is. If ever the truth and price should be given. So with draperies, dress goods, millinery, anything.

The writer of retail advertisements should not generalize. A half a hundred department stores may be written into nothingness by a few generalities. But, once get into particulars, and see and say the price matches the fabric. what a field there is. Each department fairly bristles with good points to be talked about. To have the attention directed to one particular thing and a good reason given for it is good advertising.

One of the best ads ever used by any manufacturer was the little printed slip that used to be found in the foot of each stocking, reading: "Remember, the hose that pleased you so much

always remembered. Many an adver-The woman who dares be original tiser is so charmed by his sentences relating to the passing season, the general prosperity of the country or foreign politics, that he loses sight of his to his essay, and says he is still faith-

> It was in the Wanamaker store that This class really studied and followed, retail advertising would be more effective is told it should be in an advertisement of retail business. The advertiser's business prosperity demands it. If the goods to be sold is only thirty-five inches wide instead of a yard, say so. If it has a half dozen threads of cotton instead of being all wool, say that, too,

For a Clothing Store.

#### CLOTHING BUYERS

Coming in crowds-coming to the one resolute, generous store that has solved the prob-tem of doubling an already great businessthe store that gives buyers so much for their money that they carry the news to their triends and neighbors just because they can't

#### READY-MADE ADS.

I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be. -C. A. B.]

For any Business.

### Early Christmas Buying Has a Two-fold Advantage.

One is more apt to get precisely what one wants and can make purchases with much greater comfort and satisfaction, owing to the absence of the crowds of the later Christmas season.

We have a Beautiful Assortment of Appropriate and Useful Christmas Gifts.

For a Tailor.

Hold the Mirror up to nature.

> When you stand before the tell-tale looking-glass and scan that "hand-me-down" Overcoat—doesn't some hidden voice keep whispering, to forsake this "ready-made habit" —and go where the chance is open to get a fashionable Beaver or Kersey Overcoat-faultless-to measure for

> > For A Jeweler.

"I want to be the jeweler who comes into your mind first."

### Why not Buy

or, at least, select your presents now, and by a small payment have them laid aside for you? The buying

#### Xmas Gifts

can be given so much better attention now that we are not so rushed. It will be really worth your while to call and see me this week and look over my exquisite stock.

For a Jewelry Store.

#### "GIFTS."

1

Whether you have a dollar or thirty dollars to spend for a wedding or anniversary or Christmas gift, you can spend it here proba-bly to better advantage than anywhere else in town. The idea of useful gifts is becoming more and more the thing each year. A variety here of Cut Glass, Sterling Silver, dainty Table China, Artistic Bric-a-Brac,

etc., which is really unequaled. A new importation of Royal Bonn Vases,

For an Optician-(By R. Harris).

### How about your Eyes?

Nearly every human being has defective eyesight. Our skilled oculist examines eyes free, prescribes and accurately adjusts eye-glasses. If you don't require glasses he will tell you so.

For a Stove Store-(By B. F. Grey).

#### There are many good women

And many wise ones-wives, daughters, aunts, cousins, nieces of yours. You will be surprised how many of these women are using the

#### Ramshakle Range.

Make inquiries and if you find one of these users who wants to change, write us a letter. If you find every user of the Ramshakle willing to recommend the range, will it not prove to you that you should have one?

For a Tailor.

#### GOOD CLOTHES.

I have built up my reputa-I have built up my reputa-tion by combining all the highest points of excellence in the garments which I turn out. I stand to-day in the vanguard of advance-ment of fine tailoring, and handle only such fabrics as tasty and fastidious dressers can wear with pride and satisfaction.

General.

#### Low Prices

Are what most people look for nowadays. Knowing this, a certain class of merchants are daily advertising all sorts of goods at all sorts of prices, trying to induce peo-ple to believe they are getting some-thing extra. If you want GOOD value come to us and get it. sell in

For a Shoe Dealer-(By Robt. Cohen).

### We're Catching Shoe Buyers

-with our \$- Shoes. They're lines that're creating a big demand. Enough better than any other similar priced Shoes to bring buyers here. Fact is, it takes from \$4,50 to \$30 each.
Exquisite Cut Glass Pieces as low as \$1.25
Beautiful Dresden Lamps at from \$1.75 to

Beautiful Dresden Lamps at from \$1.75 to

### Seven Million Dollars...

Are to be expended in Seattle by one Company, in the near future, for the purpose of building a ship canal from Lake Washington to the deep sea at Seattle Harbor. Work is now progressing as rapidly as men, money and machinery can do it.

Seattle is the Commercial Center of the Pacific Northwest, with a progressive, prosperous population of over 60,000. Its best paper is the

# ..Seattle Times..

It goes to more homes in Seattle and near-by towns than any other paper. It is the City Official paper, is published every afternoon except Sunday, and reaches more than 100,000 population day of issue.



# "Enough Said"

in our book, "America's Magazines and Their Relation To The Advertiser," to give all necessary information—no more.

There are more brief facts and convincing statements between its beautiful covers than were ever squeezed in so small a space before. Superbly printed in two colors on handsome heavy paper.

So many people have praised it that we scarcely need to. We are intent on placing it in your hands—if you are a general advertiser. Will you write for it? Mailed free.

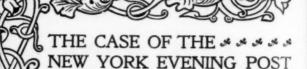
### LORD & THOMAS,

hould by the last



Newspaper and Magazine Advertising,

45-49 Randolph St. CHICAGO.



HERE would be no object in the Evening Post stating its circulation in competition with that of a newspaper whose circulation is among a class of people not calculated to make that newspaper a strong medium for the better class of

goods. Experienced advertisers judge newspapers in their field by the character of their circulation, more than by extent of circulation, in some cases." \* "But the Evening Post does state its exact figures of circulation in the American Newspaper Directory, giving the daily average for the past year." \* "If I were the publisher of the Evening Post I should make no such statement." \* "Why not?" \* "It is unnecessary, and might result in loss of business where the advertising is placed by people who would be attracted to the Evening Post by the character of its contents as well as its circulation, but would be repelled if they should be influenced solely by a comparison between its circulation and that of the Evening World or Evening Sun." \* [Chas. S. Patteson, publisher of Newspaperdom, in an interview in Printers' Ink, October 30th.]

Four years ago the Evening Post began publishing information as to the exact number of copies printed daily. Since that time the advertising in the Post has increased seventy per cent.



### THREE GREAT CHARACTERISTICS:

ENTERPRISING,
PATRIOTIC,
RELIABLE.

...The...

# Baltimore American

Baltimore, Maryland.

Unsurpassed as an Advertising Medium, and amoug one of the oldest Papers in America, being founded in 1773.

It possesses the cardinal features that make it profitable to advertisers, honesty, purity of tone, circulation, and the confidence of its readers; these are the characteristics that give a newspaper that quality that shrewd advertisers seek. 4THE AMERICAN" is such a paper. Its circulation is good and increasing rapidly, and advertisers will find it a paying medium.

Circulation:

Sunday, - - 100,000 Daily, - - - 40,000 Twice-a-week, - 45,000

A. FRANK RICHARDSON.

Tribune Building, New York. Chamber of Commerce, Chicago.

D. P. BEVANS, Eastern Manager, 165 World Bldg., New York.

Out in the Extreme Northwest Neck of the Woods Things are Humming.

Seattle is lively. Puget Sound is lively. Washington is lively.

# The Post-Intelligencer

IS BOOMING.

In Seattle they are

Digging a \$7,000,000 canal. Building a warship. Putting up factories. Paying the streets.

On Puget Sound they are

Cutting more lumber than ever before. Making and shipping more shingles. Catching and canning more salmon.

In Washington they are

Harvesting a great big crop. The mines are turning out bullion. The stock raisers are prosperous.

# Do you want Washington Dollars?

The POST-INTELLIGENCER, Daily, Sunday and Weekly, is the paper of Washington. Guarantees double the circulation of any paper in the State.

Seattle Post-Intelligencer,

000

A. FRANK RICHARDSON, SPECIAL AGENT,

13. 14. 15 Tribune Building.

New York City.

# THE V STAR THE EVENING STAR THE WASHINGTON EVENING STAR

In importance in Washington the Star comes first; and is probably not only the most conspicuous and prosperous daily in Washington, but is without doubt the best appreciated and best patronized evening newspaper in the United States. In point of circulation it is not reached by any other evening paper that is sold for more than one cent anywhere in America. The circulation of the Star is confined almost exclusively to Washing-It is claimed for it, and probably truthfully claimed, that no other newspaper in the country goes into so large a percentage of all the houses within a radius of twenty miles from the office of publication.

The Star has enjoyed unprecedented prosperity for twenty-five years, and is one of the very few papers that has failed to advance its advertising rates in proportion to its growth in circulation, influence and popularity with the community in which it is issued.

Considering its character, influence and circulation its advertising rates are exceedingly low, being matched in this respect by no more than two or three newspapers issued in other sections. The class of advertising it carries is of the best. The value of this paper to an advertiser, all things considered, and taken in connection with the comparative cost of advertising in it, places it not lower down than third in a list of all the best daily papers published in the United States, and in making out such a list a well informed advertiser will have great difficulty in deciding upon even so small a number as two to place in advance of the Star. He may even fail to fix upon one.

-From Printers' Ink, issue February 28th, 1804.

IT WAS TRUE THEN AND IS TRUE NOW-ONLY MORE SO.

# IT IS NOT THE ADS. BUT THE INKS.

NAMES OF TAXABLE PARTY.

M Printers Ink Jonson The Journal.

New York City. ESTABLISHED 1869.

DAILY AND WEEKLY.

JAS. S. BRIERLEY, PUBLISHER.

St. Thomas, Ont., Nov. 20, 1895

Dear Sir: I have just got time to write you that your ads are the best written of their kind that ever saw the light of day. If the opportunity ever presents itself I'll back this up with an order. Yours very truly,

FRED. ABRAHAM,

Adv. Mgr.

It is not my advertisements that are securing the multitude of orders which come to me. It is the excellent qualities of my inks. A printer cannot be induced to buy a second time if he is not suited at first. My guarantee that the inks must be as represented or I will buy them back makes a surety for the printer. He can get his money back, if he wants it. Testimonials pour in on me. If I were to have them all printed, PRINTERS' INK would not be large enough to hold a quarter of them. I sell the best news ink ever made, in 500pound barrels for four (4) cents a pound, and for six (6) cents a pound in 25pound kegs. My job inks are the finest that the art of man has produced and I sell the highest grade of all at one dollar a pound or twenty-five (25) cents for a 1/4-pound can. My Carmines, Bronze Reds and Fine Purples I sell at two dollars a pound or fifty (50) cents a 1/4-pound can. Any other ink made on this earth I duplicate in 14-pound cans for twenty-five (25) cents a can. My terms are cash with the order. I have no agents. I keep no books. If I don't get the money, I don't send the ink.

Send for my price list. Address,

PRINTERS INK JONSON, 8 Spruce St., New York.

# The half-tones in Munsey's Magazine! beautiful, aren't they?

You can't print half-tones quite as well, can you, now?

You try, but somehow you don't do it. You pay two dollars, three dollars, four dollars, five dollars and eight dollars a pound for the choicest ink, but you can't quite get the solid black

and the beautiful lustre of Munsey, can you? Munsey's is better printed than the Century, isn't it, now?

It beats the Cosmopolitan - all to pieces, don't it, now?

It's better printed than Harper's isn't it?

You know perfectly well that none of the other magazines are to be mentioned in the same day with these I have named, don't you?

Well, the substance of all this is that Munsey's Magazine is better printed than any of them.

If you want to do just as good a job of half-tone printing as Munsey does, I'll tell you how to do it.

Send me a check for \$5.00, and I will send you a ten-pound can of the identical ink that Munsey uses.

You have often wondered how Munsey can make so good a magazine for ten cents, haven't you?

Well, he never could if he had been ass enough to pay five dollars a pound for black ink when he could buy a better ink of me for fifty cents.

To quote the celebrated Capt. Cuttle, I may say, "That the point of the above observation lies in the application thereof."

If you have been paying \$5.00 a pound for poorer ink than I sell for fifty cents, just send me a five-dollar bill and put by the forty-five dollars you save to be used when you take your family to the seashore next summer.

Address (with check for five dollars),

P. I. JONSON, 8 Spruce St., New York.

If you only want one pound, send one dollar.





# A CUSTOMER INSISTED.

Office of
CLARK & ZUGALLA,
Printers and Paper Dealers,
Nos. 33 to 43 Gold Street.
NEW YORK, December 11, 1895.

Printers Ink Jonson, & Spruce Street:

DEAR SIR—We have had to come to it—didn't want to—but a customer sent us after some of your ink. Customer didn't care if it was cheaper—he only wanted the best. Had to pay the money—paid it, too.

The first thing we hunt for when we get our PRINTERS' INK on Wednesday morning is your advertising pages. You must be working along in the right lines.

Very truly yours,

CLARK & ZUGALLA.

#### THE WHOLE STORY!

One day a representative of the American Wheelman called at my place and showed me the cover of his paper printed in red ink. He wanted to know at what price I could duplicate it. I told him my Geranium Lake, at one dollar a pound, or twenty-five (25) cents for one-quarter pound, would match it exactly. He stated that Clark & Zugalla, 43 Gold street, were his printers, and wanted to know if they had any reasons for not using my inks. I told him I was not aware of any. A few days afterward I received an order from Clark & Zugalla for two pounds of the ink same as used on the American Wheelman, but no money. I returned the order after marking on it "Terms-Cash." They then sent the money, but at the time did not seem pleased. They are now using my Golden Bronze Red, and paying two dollars a pound for it, and seem to be happy. Except myself, there is not an ink dealer in America that would return an order from the above-named firm. It is one of the best in New York or any other city. They are large consumers, and can get unlimited credit because they deserve it. They run eighteen cylinder presses, and I know that at certain periods of the year they employ two sets of men-one for day and the other for night work. Their machinery is always going. With me it is not a question of commercial rating or sound credit-I must have the money down, for I have no bookkeeper. The smallest consumer that comes to my place is treated with the same attention that the large one receives. I never vary from the rule of cash with the order. I have no agents. If the inks are not found as represented I buy them back. The majority of the printers of the country appear to be coming to the same conclusion that Messrs. Clark & Zugalla arrived at, and pay cash down. By and by there will be fewer failures among printers, and more happy and contented ones. When they buy of me they save at least half the price usually paid.

Send for my price list. Address,

PRINTERS INK JONSON,
8 Spruce St., NEW YORK.

#### MR. NATHAN ON THE INK OUESTION.

THE MANAGER OF THE LOTUS PRESS TELLS WHY HE USES JONSON'S INKS ALMOST EXCLUSIVELY-HIS THEORY AS TO HOW JONSON CAN UNDERSELL THE MARKET ON INKS FULLY FIFTY PER CENT.

The Lotus Press undertake to do than we can get anywhere else." the finest printing there is. They lar people there are and turn out all sorts of new and original ideas in

If there is any one thing this concern is more particular about than any other it is the quality of the ink it uses. It must have the best, no matter what it costs. It must have all the newest and prettiest shades. The ink they use must have all those capabilities of press manipulation which are too intricate and technical for any one except a professional ink man to define or understand and yet absolutely essential to the grade of work done by this concern.

One day when Mr. Paul Nathan, the manager of the Lotus Press, was use?" showing me through his establishment, showing me the new presses and the enlarged facilities that advertising in PRINTERS' INK have made necessary, and the samples of papers and booklets and brochures and catalogues and circulars in all sorts of exquisite effects of colors and blacks and whites for all sorts of customers, from the staid old merchants who want the quintessence of "quiet elegance" to the ladies of the "400," who are content with nothing less than fin de siecle eestacies of design and colorfication-I took the opportunity to ask Mr. Nathan about the inks his concern

"We have to have the best inks there are, no matter what they cost,"

he began. "Our class of custom demands that."

"What inks do you use chiefly?"

" Jonson's."

"But I thought cheapness of price didn't count with you?"

"It does count with us when we get the quality too. Jonson gives us the best inks there are at lower prices

"Of course you know whether the cater to the trade of the most particu- inks you buy of him are really the

best?"

"Most assuredly. We give all inks printing, both in colors and black and the most careful and rigorous test. We have tried all inks and find none better than Jonson's. In prices no other concern in the ink business is anywhere near him."

"How much lower is he than other

ink men?"

"Sometimes two-thirds lower." "What is the general average?"

" About a half.

"You mean to say you can get the best grades of ink of Jonson for half what you can buy them for anywhere else?"

"Exactly."

"How do you account for this?"

"Jonson sells for cash and has no book accounts-no bad bills."

"Do you find that Jonson keeps all the various kinds and colors you

"Practically all-and if we call upon him for something unusual, if he don't happen to have it in stock he immediately has some made up for

"Have you any knowledge of what printers think of Jonson's inks?"

"We have recommended Jonson's inks to several printers and they have told us afterwards the inks come up to their fullest expectations."

"Have you any kind of color work that Jonson's inks are unsuited for?"

"In answer let me tell you what the manager of the Trow Printing Company said of our color work. He came over one day and I took him through the place. He examined our work very criticallly and finally said, 'You do the best color work in New York.' When I add to that that we use Jonson's inks almost exclusively, it answers your question fully, it seems to me,"

### The Exceptional Record

American Newspaper Directory. Issued Annually. Established 1869.
PRICE FIVE DOLLARS.

Printers' Ink: A Journal for Advertisers. Issued Weekly. Established 1888. FIVE DOLLARS A YEAR.

GEO. P. ROWELL & Co., PUBLISHERS. Offices: 10 Spruce St., New York.

DECEMBER 7, 1895.

curacy by the usual \$100 reward. By that

we mean that a state-

ment was given of the

actual issues day by

Col. W. M. Singerly, Proprietor " Record," Philadelphia, Pa.:

DEAR SIR-For twenty-eight years we have published the American Newspaper Direct-Every year we have made just as good a book as we could. Advertisers want such a and must have it. There are many directories now, but ours is the oldest and has albook and must have it. book and must have it. There are many directories now, out ours is the oldest and has shaways been the best. It is better now than it ever was before. Newspapers like the Philadelphia Record are benefited by correct circulation ratings; but, instead of aid from your office, the American Newspaper Directory gets, "more kicks than ha'pence."

If you will look at the American Newspaper Directory for 1890, you find the circulation of the Record stated "actual average daily 107,909." If you look in the edition for 1891, you find it stated "actthal average daily 121,-631." If you look in the edition for 1892, you find it stated "actual average daily 133,130." If you look in the edition for 1893, you find it stated "actual average daily

This was right in each instance, and the correct rating was accorded because the people in your office, in response to request from the Directory office, took pains to send the information required and in such form as made it safe to accept the figures given



COL. W. M. SINGERLY.

day, and the statement was dated and was signed with a pen. That is all the Directory requires. Sworn statements are not asked for, neither are they valued. A man who will affix his signature to a lie will not hesitate about swearing to it before a notary To the application made to the Record for information for the 1894 edition of the Directory, no reply what-

ever was returned. To the application for information for the Directory for 1895, a reply was returned, which, we are told, Mr. Hanson of your office says was made in ac cordance with the Di-

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tion (

accept the figures given and guarantee their ac.

We have had a picture of that report made for your inspection. It will be published in PRINTERS' link for December 18th. Please look at it. Please read the three-line paragraph in Roman type which comes before the four-line paragraph in full-face. It reads: "Circulation: If you regard it as of importance to have your circulation for a full year correlation: If you regard it as of importance to have your circulation for a full year correlation. Three, Please observe that the whole document is devoted to the subject of circulation ratings, and that exact information is given as to what is desired, and that, to make the

ratings, and that exact information is given as to what is desired, and that, to make the thing plain, samples of a satisfactory statements are given. For sample of a satisfactory statement of a daily see page four.

As some publishers have in times past asserted that after furnishing the information asked for they were still unable to be correctly reported in the Directory, we have for some years made a practice of advertising a reward, for a sample of that sort of a case, in these words: "Any publisher who places on file at the Directory office a true statement conveying the requisite information concerning all the issues of his paper for a full year, the same haired this vigned and dated, and who finds, when the hook appears that his nager is and being duly signed and dated, and who finds, when the book appears, that his paper is not rated in accordance with the report which he sent, will receive from the publishers of the Directory a written apology for their neglect and a check for \$\frac{1}{2}\$ too for the discovery fite error. The publisher who registers the letter he sends containing the circulation state will find it easy to prove that it was sent and received. If he keeps a copy it will be qualify easy to establish the fact that the statement sent actually did contain the requisite information and was properly signed and dated."

It is our practice to guarantee the correctness of circulation statements whenever a publisher furnishes one that can be so identified as to make certain that it came from some proper person in the office of the publisher, who can be held responsible for the information conveyed. You perceive by the half-tone picture (see Printers, Ink., Dec. 18th) that the one coming from your office was not of that sort. No one signs it. It came on the 18th of December and was not addressed to the publishers of the Directory, but to the Geo. P.

Rowell Advertising Co., an entirely separate concern. To have sent it in that way was hardly excusable when it is remembered that a properly addressed envelope was inclosed in our communication for use in bringing the reply. The information and circulation is not given as it should have been, if its reliability and exactness were to be guaranteed. It purports to tell what the circulation is, and it is not possible for any newspaper man to tell that. To correctly convey a statement of the circulation of a newspaper it is necessary, as a preliminary, to specify the date, the time and the period that is being considered. A publisher may state with certainty (in actual figures) what has been his issue, and with confidence what (in his opinion) it will be; but if he attempts to state what his circulation is (just is) have added to the property of the confidence what (in his opinion) it will be; but if he attempts to state what his circulation is (just is)

liminary, to specify the date, the time and the period that is being considered. A publisher may state with certainty (in actual figures) what has been his issue, and with confidence what (in his opinion) it will be; but if he attempts to state what his circulation is (just is) he is dealing with a difficult problem, one not capable of accurate demonstration.

On the same day that the report from your office was received, of which we send you he picture, we communicated again with your office, sending the "pink circular," which informed you that the communication received from you entitled your daily paper, in the opinion of the editor of the Directory, to be rated A\*\*, the highest letter rating ever given to any publication that fails to furnish definite information, duly signed and dated. You were also informed that if the omission to give definite information had been an inadvertence, and an exact circulation rating in plain figures, guaranteed to be correct by a \$roo forfeit, would be thought desirable, there was still time to obtain it if wanted and that it would cost nothing. To that communication no reply whatever was received from your of-

In the twenty-eight years' history of the Directory there have been many cases where it has been possible to show a publisher that the ground for such dissatisfaction as he may have felt was to be found in the office of his paper instead of the office of the Directory; but never in the history of the Directory do we recall that any publisher ever admitted such a condition of affairs. When a publisher is displeased with the Directory he damns it freely and without hesitation. When, on the other hand, he thinks it good and valuable, he is too dignified to say anything about it. If it should so happen that the publisher of the Philadelphia Record should prove to be an exception, it would be not only a surprise but a pleasure to

Your obedient servants,

low.P. Rounderfor

Publishers of the American Newspaper Directory.

Office of

THE RECORD PUBLISHING COMPANY,

WILLIAM M. SINGERLY, President.

THE CIRCULATION OF THE RECORD IS EXCEEDED BY ONLY ONE DAILY

NEWSPAPER IN THE UNITED STATES. CIRCULATION YESTERDAY, 163,208.

PEILADELPHIA, Dec. 11, 1895.

Messer, Geo. P. Rowell & Co., Publishers American Newspaper Directory, No. 10 Spruce street, New York, N. Y.:

GENTLEMEN—We have your favor of the 7th inst., addressed to Mr. W. M. Singerly, and, in response, beg to state that it looks as if we had not complied with the requirements in furnishing you with detailed report of THE RECORD's circulation for 1893 and 1894. We are at a loss to understand how this occurred, as we are always very particular to furnish the newspaper directories with the actual circulation of every issue of THE RECORD within one

We fully appreciate the value of a correct rating in a publication like the American Newspaper Directory, as we know that it is, in a great measure, the

general advertiser's guide.

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The present daily circulation of THE RECORD averages between 160,000 and 170,000 copies. The Sunday circulation averages from 120,000 to 125,000 copies. We sell space to our advertisers on the basis of this circulation; in fact, we always make it a portion of our contracts. You can therefore appreciate why we are so particular to have this circulation correctly stated in your Directory, and would ask that you kindly advise us when you desire detailed statement for the Directory for 1896.

Please accept our thanks for your very complete and satisfactory explana-

tion of our rating in the Directory for 1894 and 1895.

With assurances of our highest regard for your publication, we remain

Very sinceres sours

Treasurer,

THE PHILADELPHIA RECORD. "



### Just This!

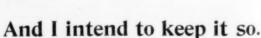
# The BROOKLYN "L"

is the largest elevated railroad in Brooklyn. It carries over twice as many passengers than any other system.

It covers every section of the city.

Its cars are equipped with concave advertising racks holding cards 16 x 24 inches—largest ever placed in any railroad car and original with the subscriber.

The display of cards and posters is "peculiar to itself," and is approached by none!





### George Kissam,

35 Sands Street, Brooklyn.

253 Broadway, New York.



# HAMILTON,

CANADA,

IS ONE OF THE DOMINION'S LIVEST CITIES.

Its Street Railway System is modern, its Electric Cars of American manufacture and its citizens live, progressive and enterprising people.

### GEO. KISSAM

Controls the Advertising in all Cars of the Hamilton Street Railway Co.



For Rates, Details, etc., address

GEO. KISSAM,

Successor to CARLETON & KISSAM,

378 MAIN STREET, BUFFALO, N. Y.

# One Gratis



The first issue of PRINTERS' INK for 1896 will appear January 1st

There will be fifty-three issues in the year instead of fifty-two.

Those who contract for an advertisement to appear a whole year

#### Get One Issue Extra.

One extra issue of PRINTERS' INK for a page advertisement is

One Hundred Dollars Saved.

When the Blank Journal of Blankville pays fiftytwo hundred dollars for the insertion of a page advertisement in the fifty-two consecutive issues of PRINTERS' INK that appear in a year, the publisher of the Blank Journal does not expect to be in daily receipt of innumerable communications from multitudinous advertisers saying: "I saw your ad in PRINTERS' INK, what will it cost me to insert an ad situation wanted?" The publisher finds his reward coming in a more generous manner. His bold and truthful announcements burn the name of the Blank Journal into the brain of the great advertisers everywhere, and when the appropriation is made up for the year's advertising, five thousand, fifty thousand or five hundred thousand dollars, the advertiser is so imbued, so saturated with knowledge of the great merits of the Blank Journal that he insists that it shall have a place on the list, and very near the top. It is in burning the name of the Blank Journal of Blankville upon the brain of the great advertisers of America that PRINTERS' INK, the "Schoolmaster of Advertising," performs its perfect work. But to reap best results it is necessary that the Blank Journal shall be a really good paper, and while claiming every virtue it possesses shall never print any but truthful claims.

# \$100 REWARD.

Any publisher who places on file at the Directory office a true statement, conveying the requisite information concerning all the issues of his paper, for a full year, the same being duly signed and dated, and who finds, when the book appears, that his paper is not rated in accordance with the report which he sent, will receive from the publishers of the Directory a written apology for their neglect and a check for \$100 for the discovery of the error. The publisher who registers the letter he sends containing the circulation statement, will find it easy to prove that it was sent and received. If he keeps a copy it will be equally easy to establish the fact that the statement sent actually did contain the requisite information and was properly signed and dated.

GEO. P. ROWELL & CO..

Publishers American Newspaper Directory, 10 Spruce Street, New York.

# \$100 Reward.

If a publisher furnishes a statement, as set forth above, that is afterwards found to be untrue, a reward of \$100 will be paid to the first person who proves that the Directory was so imposed upon by the paper, if still published. During the eight years that this system of rewards has been maintained, only twenty untruthful circulation reports have been discovered. The reward has been paid as follows:

-	1888.		1894.
No. 1.	Waukegan, Ill., Gazette.	No. 10.	Topeka, Kan., Saturday Evening
No. s.	Madison, Wis., Skandinavisk Trib-		Minneapolis, Minn., Farm, Stock
No. 3.			Chicago, Ill., Western Rural. Los Angeles, Cal., Family Ledger. Seattle, Wash., Press-Times.
No. 4.	1892. St. Louis, Mo., Anzeiger des West-		1895.
No. 5.	Atlanta, Ga., Dixie Doctor. San Francisco, Cal., Morning Call. 1893.		Omaha, Neb., Bee. Weir City, Kan., Journal. Williamsburg, Kan., Sunflower. St. Louis, Mo., St. Louis Maga-
in Red. No. 8.	Muskogee, Ind. Ter., Our Brother  Monon, Ind., News.  Montfort, Wis., Monitor.	No. 19. No. 20 Breeder.	New Orleans, La., Morning Star- Topeka, Kan., Western Poultry

### FOR THE EXECUTIVE



### THE FIRST REQUISITE FOR THE CAMPAIGN OF 1896

# WAVERLY THE AND TO SEE THE SEE

ROBERT BEALL.

Rare and Standard Books,

495 Penna. Avenue

Mushington; D. C. Dece 13 1890

Rosell's Mosepher Directory for 1895

This copy is to go to

My Heart Musica,

Olly 1

The American Newspaper Directory for 1895 describes and reports the circulation of 20.395 Newspapers and Periodicals. Pays a reward of \$100 for every case where a publisher is not accorded a circulation rating in accordance with facts shown by his statement in detail, if signed and dated, and \$100 reward to the first person who shows any such statement to have been untrue. Over one thousand pages. Price five dollars. Geo. P. Rowell & Co., Publishers, 10 Spruce Street, New York.

If you want to reach the best buyers in the most progressive and wealthy territory of the United States —you must use the

# St. Paul... Globe

25.35

The only Democratic paper in the Northwest combining brains with capital—also energy and experience with the knowledge of the needs of the people—thus making one of the most valuable mediums for advertising purposes in the United States.



For rates apply

C. E. ELLIS,

SPECIAL REPRESENTATIVE,

517-518 Temple Court, New York City.

Chicago Office, Boyce Building,

W. J. KENNEDY, in charge.

### Without Merit—Without Praise

and vice versa

APPLICABLE TO EVERYTHING

# The Vickery & Hill List

Cannot be Praised too Highly

19619619619619619



#### BEAUTY FREE!

I desire to say that Vickery & Hill List has been among the best mediums that I have advertised in this spring, and I cannot praise it too highly. When I start again in the fall, I am sure that my advertisement will be in your List, for I certainly have received great results from it, and believe in standing by everything that pays me, as yours has.

6:36:36:36:36:36:36:36:36:36

### THE VICKERY & HILL CO.

AUGUSTA, ME.

C. E. ELLIS, Manager Special Advertising Offices 517 and 518 Temple Court, New York

Boyce Building, Chicago, III., W. J. KENNEDY in charge



# Denver..

Is one of America's Leading Cities

Its Street Railway System, Electric and Cable, covers the city and suburbs.

### George Kissam

controls the exclusive

# .Advertising.

privileges

In all Denver Cars.

For rates, etc., address:

253 Broadway, New York City.





1875

1895





WENTY YEARS I have been in the advertising business. My customers of 1875 are still with me. They KNOW that when

### It's There!



### GEORGE KISSAM,

253 Broadway, & & & & & & & New York.

16 Branch Offices.





### George Kissam

Sole Successor to CARLETON & KISSAM,

Street Car

# Elevated Railway Advertising

That is up-to-date; there are no others.



Executive Offices:

Main Floor, Postal Telegraph Bldg., 253 Broadway, New York.

Branch Offices in Principal Cities.



#### TIMES HAVE CHANGED.

Great changes are constantly going on in the newspaper field. Some papers have a much bigger circulation than they had a year or two ago. Others print only a half or a third as many copies as they used to print.

We know better than any other agency just what actual circulations are. We know better because we

have the best facilities for finding out.

We know when five cents a line is dear, and when

five dollars a line is cheap.

We know when quality of circulation counts for more than quantity.

Write to us about it.



